

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

a Benn publication

April 4 1981

Remuneration  
of average  
contractor  
totals £22,187

Brian McElroy  
resigns as md  
Guinness Retail

Computers in  
pharmacy:  
lessons from  
the Dutch

Death of  
Tom Reid

A 'one-stop  
medi-shop' for  
grocers

## IF IT'S LIQUID... WE DO IT!

AND WE'VE BEEN DOING IT

WELL FOR YEARS

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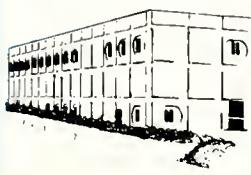
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*This is a load of rubbish!  
The Competition*

## WHATEVER NEXT

As always, we're looking well ahead into the future.

The enemy would dearly love to get their hands on our ideas. They'd also like to get hold of *you* before we could tell you what's happening later in the year.

But before they do, we'll give you a sneak preview at our new ~~secret formula~~  
~~formula~~  
~~formula~~  
~~formula~~

As you can see, it's going to create a big impact. So much so, the competition's probably waiting in the wings this very moment to pull a fast one.

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# CHEMIST & DRUGGIST

Incorporating Retail Chemist

April 4 1981

Volume 215 No. 5262  
122nd year of publication  
ISSN 0009-3033

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**Published Saturdays**  
by Benn Publications Ltd  
25 New Street Square, London  
EC4A 3JA  
Telephone: 01-353 3212  
Editorial and advertisement offices  
25 New Street Square, London  
EC4A 3JA  
Telephone: 01-353 3212 Telex 27844  
Subscription department  
125 High Street, Colliers Wood  
London SW19 2JN  
Telephone: 01-542 8575  
Subscription:  
Home £33 per annum  
Overseas & Eire £40 per annum  
including postage  
70 pence per copy (postage extra)

**Regional advertisements offices:**  
Midlands: 240-244 Stratford Road  
Shirley, Solihull, W Midlands  
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## POINTS MISSED

We title this column "Comment", but there are times when to comment seems almost superfluous. Such is the case with a recent "dispensing doctor" column in *MIMS Magazine*

The author, Dr John McA. Williams, refers to the motion on a drug testing scheme for dispensing doctors, passed at the recent LPC conference. He writes: "I cannot understand why pharmacists persistently fail to realise that their situation is completely different to that of dispensing doctors.

"The spot check by the DHSS on pharmacies is made to confirm that the chemist has dispensed correctly that which was prescribed by the doctor. In the case of doctors who dispense their own prescriptions, the need for such checking does not arise.

"In any case, in a dispensing practice, prescriptions are sometimes not written until *after* the drug has been dispensed."

Wrong on just about every count, in our view, but fortunately Dr redeems himself to some extent by chiding his fellow dispensing doctors who "encroach on the pharmacist's territory by intentionally dispensing for prescribing patients". He believes this to be a "rare" practice, but asks any doctor so tempted to stop and think about how they would be letting down not only their dispensing colleagues but the medical profession as a whole.

Where the good doctor goes wrong on both issues, of course, is that he equates everything to commercial "territory" (and many pharmacists will not be surprised that a dispensing doctor should do so). Pharmacy has a professional claim to dispensing, and the criticism is just as much against those doctors who snatch patients

who were adequately served by their local pharmacist as it is over those who break arbitrary rules like the mile limit.

And what irks about testing is not that the doctor isn't tested but that the pharmacist is. If it be because he can't be trusted, then why is the doctor's honesty not also open to question? If it be to confirm his professional competence, then why the pharmacist—the one expensively trained to dispense and supervise dispensing—and not the doctor who is neither? We really "cannot understand why doctors persistently fail to realise this".

## POINTS LOST

The need for the public to have convenient access to small quantities of self-treatment medicines for a limited range of conditions must be readily conceded, though it is unfortunate that commercial pressures have not allowed retail pharmacies alone to provide that total service. But when the profit and not the service becomes the criterion, then the time has come to call a halt.

E. R. Holloway have, according to *Marketing Week* (wisely they did not inform C&D), launched a Medicentre to provide for grocers a "concerted attack on the £350m proprietaries market" (see 624). It offers colour coding for easier identification, self-selection to avoid embarrassment in asking for personal products—and an information leaflet to overcome the problem that "most grocery outlets cannot offer the advice that many people want when they buy a medicine".

This surely is not what Parliament had in mind in passing the Medicines Act, and the Minister should look into the working of the Regulations without delay. ■

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## Mr Walker stands down from Council

Fifteen candidates are standing in this year's election for the Pharmaceutical Society's Council—but the surprise is that Mr Graham Walker is not among them. Mr J. C. Bloomfield is also retiring from Council.

Mr Walker told *C&D* this week that his aim in standing two terms ago had been to improve Council's retail orientation and to do something about rural pharmacy's problems; he believed he had done as much as he could on the latter issue and felt that, after six years on Council as a single-handed proprietor with a young family, it was time to pass the baton on to someone else.

This means that only four of those elected in 1978 will be standing again—Professor Beckett, Dr Booth, Mrs Joyce Gilbert and Mr Howarth. Mrs Jill Gilbert resigned from Council during her term and was replaced by Mr Hardisty as a co-opted member; Mr Hardisty now stands for the first time in his own right. The full list of candidates is as follows:—Professor A. H. Beckett, London; Dr T. G. Booth, Bradford; Mr D. W. Carrington, Norwich; Mr D. W. McG. Davidson, Blairgowrie; Dr S. E. Fullerton, London; Mrs Joyce Gilbert, Oadby; Mr B. Hardisty, Great Bookham; Mr D. G. Higgins, Macclesfield; Mr W. H. Howarth, Nottingham; Mr J. G. Iles, London; Mr A. G. M. Madge, Plymouth; Mr R. W. Odd, Elloughton; Mr A. J. Smith, Aylesbury; Mrs Linda J. Stone, Lyncoed; Mr. T. D. Turner, Cardiff. ■

## Boost for grocers' medicines sales

E. R. Holloway Ltd have launched Medicentre, a "one-stop Medi-shop" of medicinal and health products for the grocery trade (picture p629).

Retailers will have the choice of three pre-planned, self-service units containing analgesics, cough and cold remedies, vitamins and tonics, indigestion remedies, slimming aids, first aid preparations and herbal remedies. The deals offer a guaranteed

profit on return, excluding VAT, of 35 per cent.

The products are colour-coded for easier identification and self-service selection which aims to "remove any embarrassment" in asking for personal products. Information on the products, including dosage, is provided in leaflets available from a dispenser on the unit.

The company has set up a new division, Medicentre Laboratories, to market the range which will be merchandised by Spearhead. The aim is to offer grocers a comprehensive, competitively-priced, range of

medicines from a single supplier. First deliveries will be in June and it is expected that 3,000 units will have been installed by the end of the year. ■

## Human insulin

Preliminary trials of a new human insulin developed by Novo Laboratories Ltd have produced promising results.

Novo have developed a commercial process which involves substitution of a single amino acid of pork insulin so that the insulin becomes identical to the natural human hormone. Trials in non-diabetic volunteers at Cardiff and Newcastle have established the new insulin's efficacy and short-term safety. Results of the first evaluations in diabetic patients are expected shortly. ■

## PSNC calculates NHS payments to 'average' contractor—£22,187

The Pharmaceutical Services Negotiating Committee estimates that NHS payments to the "average" contractor total £22,187 for 1980.

The provisional figures for remuneration are as follows:  
35,352 prescriptions dispensed at 32.04p dispensing fee: £11,327  
35,352 prescriptions dispensed at average on cost of 26.76p: £9,460  
BPA payable for half year only: £1,000  
Miscellaneous payments including rota and pre-registration graduate payments £400  
Total: £22,187

The above total sum is calculated to reimburse costs and profit as follows:

Qualified staff cost (including proprietors, managers, assistant pharmacist, but not locums) £9,507\*  
Unqualified labour costs (including dispensing, counter assistants and cleaning staff) £4,129  
Rent and rates £939  
Other property costs (including heating, lighting, repairs) £694  
Other miscellaneous expenses (including dead stock allowance, telephone, insurance, LPC subscription and locum expenses) £2,311  
Administrative costs (based on head office costs of company contractors) £743. Net profit £3,864 Total: £22,187

\*Included in the qualified staff costs

is a pension element based on: 8 per cent added to the proprietors' notional salary calculation; for managers, the actual contributions as found in cost inquiries are included. The value of these contributions included in NHS remuneration is estimated at £500-£600 per annum for the average contractor. Proprietor pharmacists should use this payment to finance a suitable pension scheme.

PSNC has pressed for a change in the arrangements for working proprietors but it appears that no progress can be made in negotiations until there is agreement on rational location of contracts and the contract lies with the pharmacist. As part of the 1980 proprietors' notional salary claim, PSNC is seeking to increase the rate of superannuation contribution from 8 per cent to 18.2 per cent.

□ PSNC is giving LPCs the chance to comment on details of the joint compensation fund to be set up in rural areas by the medical and pharmaceutical professions. The cost to pharmacists would be £25,000-£30,000, or about £3 per contractor per year. The LPC representatives' conference last month accepted the proposal that the money be raised by a levy of about 0.01p per prescription (not as stated in *C&D*, March 14, p503). ■

## Health foods do well in recession

The health food market is surviving the recession much more successfully than many other retail sectors, particularly general food retailers, according to a report published by Keynote Publications Ltd.

The Ministry of Agriculture has isolated it as being one of the key growth areas of the next 20 years, and the report says that 150 new stores are opening up every 12 months. Chemists' involvement is likely to increase dramatically to compensate for declining profitability from NHS business and the supermarkets' encroachment on some of their other activities: "The high margins on health food products are very attractive and chemists will benefit from their 'professional' image. Although it is still early days, Keynote expect a retailing battle to develop eventually."

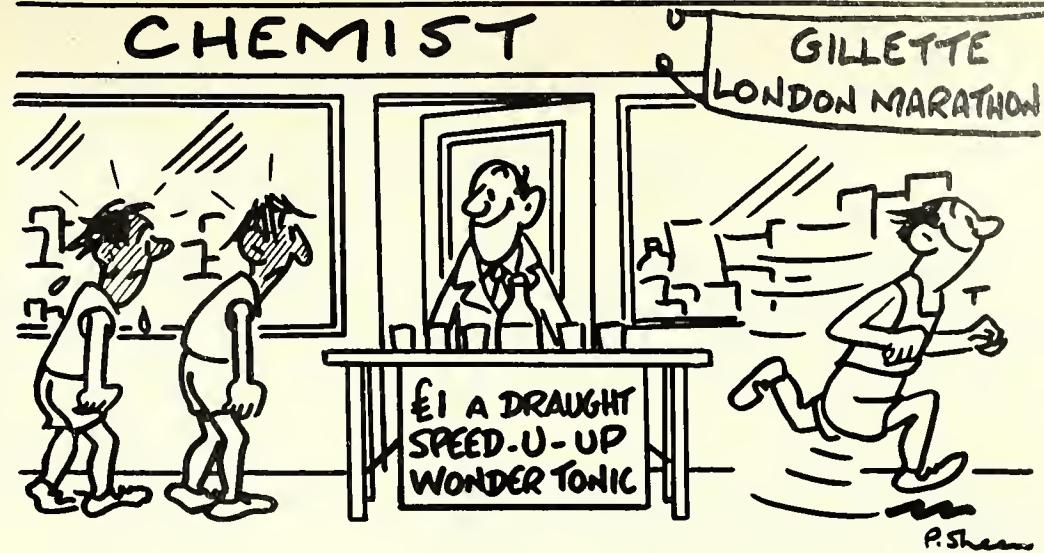
The market for health foods sold through specialist stores was estimated at £80m at the end of 1980, a 13 per cent real growth on 1979. The report says that green lipped mussel extract seems certain to rival ginseng as the biggest selling product in value terms this year. Sales of the extract stand at £3m and have the potential to treble.

*"Health foods, second edition (£25), Keynote Publications Ltd, 23 City Road, London EC1Y 1AA. ■"*

## CRC scheme in NI

The Council of the Pharmaceutical Society of Northern Ireland has decided to extend the voluntary scheme of using child-resistant containers for dispensed medicines.

At the March meeting a letter from the Department of Health and Social Services was read drawing attention to the extension, in Great Britain, of the voluntary scheme and asking if the Society was willing to agree to the introduction, in Northern Ireland, of the new scheme. Several members referred to unfortunate situations that had arisen when they attempted to supply medicines in child resistant containers. Mr O'Rourke said he thought the public had less difficulty now in opening such containers and other problems could be avoided if, when accepting a prescription form, the pharmacist inquired whether or not the supply should be made in a child-resistant container. It was agreed to approve the introduction of a scheme similar to that operating in Great Britain.



## 'Blatant' breach of advertising code

A newspaper feature on the opening of a pharmacy in Sunny Barr, Doncaster, was condemned, last week, by the Pharmaceutical Society's Statutory Committee as a "most blatant and outrageous" breach of the Society's rules on advertising.

However the Committee decided to take no action on the company, H. I. Weldrick Ltd, the superintendent pharmacist, Mr Ronald Alcock, and the pharmacist in charge of the shop, Mr David Gill, because of "very special reasons." Committee chairman Sir Stanley Rees said that, in the Committee's experience, it was unsafe for pharmacies to accept—as they had in this case—an oral undertaking from a newspaper that the advertising feature would not be published without their prior approval of the text. The only safe course was to require a written undertaking that this would be so. He said that the Committee had also taken into account the excellent testimonials produced on behalf of the two pharmacists.

The inquiry into the conduct of the company and the two pharmacists followed a complaint from the Society's Council about the advertising feature which appeared in the *Doncaster Free Press* in October 1979, in which the Weldrick Pharmacy was described as "more than a chemist shop". Council alleged that the whole feature advertised the professional and/or dispensing services of the company, and that certain phrases in it created an invidious distinction between the pharmacy and others in the area.

Both Mr Alcock and Mr Gill told the committee they understood that the newspaper intended to publish a feature on the history of the building, which was of local interest, and the families behind it. Mr Alcock said he had warned the

newspaper representative that pharmacists had to keep to certain rules. He had asked to see—and was promised—a proof of the feature before it was published, but he never saw one. "I was absolutely horrified when I saw it in the newspaper", he said. "I just could not believe it. I found it incredible that they would produce something like this without my having seen it." Mr Gill said that when he saw the feature he felt quite sick and was horrified by it. It was not at all what he imagined it was going to be.

A London pharmacist, Mr Sydney Hutchinson and his company, S. M. Hutchinson (Chemist) Ltd, appeared before the Committee on a complaint by Council that Mr Hutchinson had prevented patients exercising their own choice of pharmacy through an improper relationship with some doctors and their staff. Council's allegation was based on a complaint received from the London Group Pharmaceutical Executive which had looked into complaints by two pharmacists that Mr Hutchinson had made an arrangement with some doctors for patients to be directed to his shop with their prescriptions.

Mr Josselyn Hill, for the Society, said Mr Hutchinson, in conjunction with the doctors, had prevented patients from having their prescriptions dispensed at the pharmacy of their choice.

"In the case of National Health Service prescriptions, it is a basic matter of freedom of choice, for patients, being denied", he claimed.

But Mr Hutchinson, who runs a pharmacy in Camberwell, London SE5, said that although he now accepted he went "further than was seemly", he did not believe at the time that he was doing anything illegal. As soon as it was pointed out that he might be damaging the prospects of fellow pharmacists, he had done his best to put things right.

Sir Stanley Rees said that it was a difficult and important case, and the committee would give its decision at its next sitting in May. ■

## Retirements from C&D and NPA

**Mr Ivan Cotgrove**, who has been responsible for *C&D* information services for almost 25 years, retired last week.

He was apprenticed with Body's Pharmacies Ltd in his home town of Southend, but his professional career was interrupted by war service in the RAMC—though he was very quickly taken prisoner during the desert campaign. After the war he joined the National Pharmaceutical Union's information department.

Mr Cotgrove came to *C&D* in September 1956 to develop the inquiries service, a role in which he continued until his retirement. In the early years he was particularly concerned with such matters as identifying sources of supply, formulation queries and interpretation of foreign prescriptions on behalf of retail pharmacists, but his responsibilities soon expanded to include the editorial sections of the *Chemist & Druggist* Directory and the *C&D* Tablet and Capsule Identification Guide. The evolution of the Guide from a series of colour-illustration charts to a full colour-matching and sizing system was one of his many contributions to *C&D*'s progress.

Once decisions had been taken to computerise the *C&D* (then quarterly) Price List, Mr Cotgrove became the architect of its development, first to a bimonthly and in 1976 to a monthly

*Mr Timothy Benn (left), chairman of Benn Brothers, says farewell to Ivan and Mrs Cotgrove*



service, in each case with weekly up-dates.

Over the years, many retail and hospital pharmacists, wholesalers and manufacturers, importers and exporters, have had good reason to be grateful to Ivan Cotgrove's wide-ranging memory and persistence in following up an inquiry. Parting gifts included a coffee-maker and coffee set from his colleagues and a cheque from *C&D*'s publishers, Benn Brothers Ltd.

**Mr K. G. Cluer, AIAC, ACIS**, has retired after 30 years as finance officer of the National Pharmaceutical Association.

He joined the NPA (the National Pharmaceutical Union, NPU) in 1950 and before that had gained wide accountancy experience in several major commercial and industrial companies.

At a retirement luncheon held in Mr Cluer's honour, NPA chairman, Mr David Coleman said: "No finance officer could have given greater loyalty and devotion to the Association over a period covering so many crucial events in the NPA's development."

Latterly, Mr Cluer has been heavily involved in the imminent setting up of computer systems throughout Mallinson House.

Mr Cluer lives in south east London and intends to spend more time on the many local activities in which he has an interest. ■

**Mr Cecil Jacobs, FPS**, a former chairman of the National Pharmaceutical Association has been appointed by the Lord Chancellor to sit and adjudicate with the Judge, in Leicester Crown Court.

Mr Jacobs retired recently after 12 years on the Leicester City



*Mr David Coleman (right), presenting a specially cast NPA mortar and pestle to Mr K. G. Cluer on behalf of the NPA Board. Mr Cluer was also given a cheque and stereo radio cassette player by the board.*

Magistrates' Thursday bench and he has now been transferred to the Supplemental List.

He is founder and chairman of Cecil Jacobs Ltd who have five pharmacies in Leicester and a member of Leicestershire Family Practitioner Committee. ■

**Mr Norman Sampson**, Unichem chairman, talked about the Pride system when he was interviewed on the Midlands television programme *ATV Today*, and Radio Leicester's early morning news programme last week. Mr Sampson, who has a Pride computer in his Melton Mowbray pharmacy, showed how the system warns against drug interactions, and helps with the day to day running of the business. Both interviews were recorded at his shop.

## Marathon triumph

Pharmacist Jack Leigh completed the Gillette London marathon in a time of 3½ hours to his own delight and that of the staff of the Underwood's Queensway branch where he works.

Jack ran the marathon sporting a huge black beard, the result of avoiding razor blades for three years. He promised the staff that he would shave it off if he finished the course.

Jack was taking a couple of days off to recover at the beginning of the week but was expected back on Wednesday—close shaven.

Another pharmacist who completed the course was Mr Richard Tuffin of Chelmsford, whose time was four hours 40 minutes. He usually "jogs" six miles a day, but in the four weeks before the marathon he increased his distance to 70 miles a week. Mr Tuffin, who qualified in 1952, works for Stoffer and Hunter, Witham.

7,500 people entered the marathon which was won jointly by Inge Simonsen of Norway and Dick

*Continued on p629*

# Meet the new member of the Buf skin care family...

## Buf acne lotion.



### Spots and acne: THE FACTS!

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**FACT!** Buf acne lotion joins the Buf family from Riker Laboratories—so you can recommend it with confidence.

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**FACT!** Buf acne lotion will be advertised extensively to 16-24 year olds through women's magazines. This hard hitting advertisement will give them facts about spots, acne and Buf acne lotion.

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Not only is Pupa seen to be different, it is different. Because Pupa offers your customers red-hot innovations in make-up. Like CLIP-GLOSS, fashionable lip gloss in a unique pen-like applicator. Like BOUQUET, a complete super-compact beauty kit.

Starting April, Pupa will blaze a colour trail in women's magazines like 'Cosmopolitan', 'Company', and 'She'. Your customers will be looking for Pupa. Don't disappoint them.

The range is currently stocked in larger Boots branches.



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and full product details to:

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Castle House, 21 Davey Place,

Norwich, Norfolk, NR2 1PJ.

Telephone Norwich 0603-603313.

*Continued from p626*

Beardsley of the US, in a time of two hours 11 minutes 48 seconds.

A spokesman for Gillette said: "We are delighted with the success of the race and intend to continue our association with the Gillette London marathon."

Mr Horace Cutler, chairman, Greater London Council, said that a provisional date of April 4 had been fixed for the next marathon.

## Death of a former Unichem chairman

Mr Thomas "Tom" Reid, FPS, FH-WC, chairman of Unichem 1972-75 and president of the Pharmaceutical Society 1960-61, died at the King Edward VII Hospital, Midhurst, Sussex, on March 28.

Mr Reid registered in 1930 and acquired his first business in Luton in 1948. He moved to his Haslemere, Surrey, pharmacy some six years later. Long active in pharmaceutical affairs, he was a member of the Society's Council 1945-64 and 1965-68. He was at various times an officer of the Oxford and Guildford Branches and was in the first list of the Society's designated fellows in 1966.

Mr Reid also served on Local Pharmaceutical Committees, Executive Council and Family Practitioner Committees and was a former chairman of West Surrey Branch of the National Pharmaceutical Union. He was at one time a Haslemere Urban District councillor.

A tribute from the Unichem board says. "Tom was a most staunch supporter of the whole concept of Unichem. His period as our chairman (1972-75) included some very difficult years for the company and throughout this time his steadfast determination was an inspiration to those of us who were privileged to work with him.

"It is impossible to over-state the importance of Tom's contribution to Unichem and thereby to retail pharmacy in general. His foresight and perception were invaluable during the introduction of computerisation into wholesale and retail environments. Even after his retirement from the board he continued to play an influential and beneficial role in the affairs of Unichem. He will be sorely missed." ■

**Llewellyn.** On March 23, Mr Joseph Bertram Llewellyn of Wilmslow, Cheshire. Mr Llewellyn was at one time managing director of Cussons, Sons & Company Ltd for two years and a member of the board of Cussons UK Ltd. He worked for the company for many years and was sales director before becoming managing director. ■

# TOPICAL REFLECTIONS

By Xrayser

## New shoes

As you may have gathered I take a jaundiced view of the potential for sales of the so-called exercise sandal in my shop, having been unsuccessful with both Homiped and Scholls in the past. I've probably got the wrong approach, but when I bought the special deals to get a price good enough to cut, I always seemed to end up with a dozen size 12 in bright purple, green and orange, which being unsaleable represented all the profit I was to have made.

However, perhaps you too have been offered the Japanese sandals called Hawni Sohles as I was this Wednesday, imported by a Chinese-French company? Totally different from the heavy European clog-type footware, they are made from a balsa-like wood and are flat, about  $\frac{1}{2}$  inch thick, cut to the silhouette of a foot and are raised on two wooden bars, one at the heel and one below the ball of the foot. The sandal is held by leather or fabric thongs rather like the flip-flops and it is claimed that the gripping action strengthens the muscles, while the flat sole is truly a return to nature.

Apparently they have been made in this traditional pattern for over 1500 years and are the only product now being exported from that country to still use the ancient Imperial measuring unit, the toh. (Approx five toh to the English foot). For the European market the manufacturers, Ishu Gonubyi, are producing only three sizes, small, medium and large (2, 3, 4 toh) since the flat sole will easily accommodate a wide range of foot lengths and width. The interesting thing from our point of view is that variations in the shoes are given by simple fittings which slide onto the supporting bars under the sole, for they come fitted with a felt surface for use in the house (called fesoles) which can be replaced with a hard wearing plastic road-use material (called rossoles). While for the more energetic there are fine and coarse brush soles so that housework or pathsweeping can be done in a way which is strengthening for calves and thighs.

## Geisha walk?

Those of you who have seen Geisha girls walking will recognise instantly

how they achieve their characteristic and seductive movement. For athletes they have introduced the most modern chip technology in the form of inertial sensors which are capable of measuring distance covered, work done and energy expended. They are even offering spikes for lawn aeration although these had to be redesigned for our market with spikes two inches long instead of the Japanese spikes of only  $\frac{1}{2}$  inch for the traditional Japanese bonsai lawns. Prices from £2.00 retail to £50 with a substantial markup.

The importers (Foo d'Avril, Lambeth Walk, EC2 FIT) say in the brochure they have sent me, that they are commencing operations in this country after March 31 and orders received before 2nd April will be billed at half retail price, while buyers of more than 26 pairs will also be given a presentation pack of Saki containing 2 cubic toh of that drink in a traditional wooden bottle made from bamboo (called a bamboozle?). For enquirers whose letters are received on the same day a discount voucher is being offered. ■



One of three Medicentres to boost grocers' sales of over-the-counter medicines (see p624)

## Drug for severe hypertension

Squibb are introducing an antihypertensive for use in severe hypertension where standard therapy has failed.

Captopril, marketed under the brand name of Capoten, is a highly specific competitive inhibitor of the enzyme responsible for the conversion of angiotensin I to angiotensin II. Its mechanism of action in hypertension is not fully clear but it appears to lower blood pressure primarily through suppression of the renin-angiotensin-aldosterone system. The drug may also cause accumulation of bradykinin and hence vasodilatation since kinase II, one of the enzymes responsible for the breakdown of bradykinin, is thought to be identical to the angiotensin converting enzyme.

## Capoten tablets

**Manufacturer** E. R. Squibb & Sons Ltd, Reeds Lane, Moreton, Merseyside L46 1QW

**Description** Slightly mottled, white, biconvex tablets. Square tablets engraved "Squibb" and "452" on one side each containing captopril 25mg; oval tablets engraved "Squibb" and "482" each containing 50mg, and oval tablets engraved "Squibb" and "485" each containing 100mg

**Indications** Treatment of severe hypertension where standard therapy has failed. Should not be used in the treatment of severe hypertensive crises until further experience in this condition has been obtained

**Dosage** In adults the initial daily dose is 25mg three times a day which should be increased to 50mg tid if a satisfactory reduction of blood pressure is not achieved in two weeks. If a satisfactory response is not achieved after a further two weeks then a modest dose of a thiazide or loop diuretic should be added and the diuretic increased until a satisfactory response is obtained or maximal dosage reached. If blood pressure has still not been satisfactorily reduced then Capoten should be increased to 100mg tid and then, if necessary, 150mg tid. Maximum recommended daily dose is 450mg. In accelerated or malignant hypertension unresponsive to conventional therapy, it may be necessary to increase the daily dose

every 24 hours. Sodium restriction may be advantageous when Capoten is used alone.

In renal impairment the dosage interval should be increased (see data sheet for details). For children the starting dose should be 1mg/kg up to 6mg/kg divided into three doses per day. However safety and effectiveness has not been established in children and it should be used only if the potential benefit justifies the risk

**Contraindications** Hypersensitivity to captopril

**Precautions** Neutropenia/agranulocytosis has occurred and it is recommended that white blood cell counts and differential counts be taken before starting treatment, at fortnightly intervals for the first three months and periodically thereafter. Patients with SLE and other auto-immune collagen disorders and patients with impaired renal disease receiving multiple drug therapy including immuno-suppressants should not receive Capoten unless the potential benefit outweighs the risk and should have weekly white blood counts during the first three months of therapy.

Patients should be told to report any signs of infection and the drug should be withdrawn upon any sign of neutropenia/agranulocytosis.

Proteinuria has occurred and it is recommended that patients have urinary protein estimations prior to treatment, at monthly intervals during the first eight months and periodically thereafter. If proteinuria exceeds 1g/day discontinuation of the drug should be considered.

A steep reduction in blood pressure may occur within the first three hours following the initial dose in patients on diuretics, on low restricted sodium or undergoing dialysis. Medical supervision should be maintained for one hour after the initial dose. Elevation of serum potassium may occur and potassium-sparing diuretics and potassium supplements should be used with caution. Some patients with renal disease have developed increased serum BUN and creatinine concentrations during treatment, usually along with a diuretic, and Capoten dosage reduction and/or diuretic discontinuation may be required. In patients undergoing major surgery or during anaesthesia with agents which produce hypotension, Capoten will block angiotensin II formation secondary to compensatory renin release. This may lead to hypotension which can be corrected by volume expansion. A false positive

may be caused in urine tests for acetone. Small amounts of captopril are excreted in human milk and caution should be exercised with nursing mothers. Safety in pregnancy has not been established

**Side effects** Pruritic rashes occur in about 10 per cent of patients usually during the first four weeks and should disappear after a reduction of dosage. The rash has occasionally been associated with fever and angioedema. Six per cent of the patients developed taste impairment which was reversible and usually self-limited to 2 to 3 months despite continuing therapy. Weight loss may be associated with the loss of taste. Stomatitis resembling aphthous ulcers, elevation of liver enzymes, gastric irritation, abdominal pain, paraesthesia of the hands, serum sickness, cough, bronchospasm and lymphadenopathy have been reported. Tachycardia has been observed in a few volume-depleted patients

**Packs** 100 tablets (25mg, £21.40; 50mg, £32.90; 100mg, £49.90, trade)

**Supply restrictions** Prescription only  
**Issued** April 1981. ■

## Claforan injection

**Manufacturer** Roussel Laboratories Ltd, Roussel House, Wembley Park, Middlesex HA9 0NF

**Description** White to slightly creamy powder, which when dissolved in water for injection BP forms a straw coloured solution, in vials containing 500mg, 1g or 2g of cefotaxime as cefotaxime sodium

**Indications** Treatment of infections caused by sensitive bacteria including septicaemia, respiratory tract infections, urinary tract infections, soft tissue infections, bone and joint infections, obstetric and gynaecological infections, gonorrhoea, and meningitis and other sensitive infections suitable for parenteral antibiotic therapy. Claforan is a broad spectrum cephalosporin with similar activity to other cephalosporins against Gram-positive bacteria and with high *in vitro* activity against Grams-negative organisms sensitive or resistant to first or second generation cephalosporins

**Dosage** By intravenous or intramuscular injection. Dosage, route and frequency of administration should be determined by severity of infection, sensitivity of causative organisms and condition of the patient. For adults 1g every 12 hours

is recommended for moderate infections and for children the usual dosage range is 100-150mg/kg/day. Claforan is not recommended for neonates. For treating gonorrhoea a single injection of 1g should be administered. Dosage should be reduced in severe renal failure (GFR below 5ml/min)—see data sheet for dosage details.

For IV or IM injections the contents of the vial should be dissolved in the appropriate amount of water for injections BP. For intravenous infusion 1-2g should be dissolved in 40-100ml water for injections BP and administered over 20-60 minutes. Sodium chloride injection BP, dextrose injection 5 per cent BP, dextrose and sodium chloride injection BP and compound sodium lactate injection BP can also be used.

**Contraindications** Allergy to cephalosporins

**Precautions** Safety in pregnancy has not been established. Special care should be taken with patients who have had an anaphylactic response to penicillin. High doses of cephalosporins should be given with caution to patients receiving aminoglycoside antibiotics or potent diuretics. However, at the recommended doses, enhancement of

nephrotoxicity is unlikely to be a problem with Claforan. A false positive reaction to glucose may occur with reducing substances but not with the use of specific glucose oxidase methods.

**Side effects** Diarrhoea, candidiasis, rashes, fever, eosinophilia, leucopenia, and transient rises in liver transaminases and alkaline phosphatase have all been reported. Transient pain may be experienced at the site of injection though this is more likely to occur at higher doses. Phlebitis has been reported but has

rarely caused discontinuation. **Pharmaceutical precautions** Dry powder should be stored away from heat and protected from light. Freshly prepared solutions should be used for IV and IM injections. Prepared infusions will retain potency for up to 24 hours if refrigerated. Compatible with lignocaine 1 per cent and freshly prepared solutions should be used. **Packs** 10 vials (500mg, £22.50; 1g, £45; 2g, £90 trade).

**Supply restrictions** Prescription only  
Issued April 1981. ■

## 'Ethicals' company for Macarthys

Macarthys are rationalising their manufacturing division and introducing a subsidiary company under the name Martindale Pharmaceuticals Ltd.

The new company will concentrate on "ethical" pharmaceuticals and is initially launching three products. Theosol suppositories will be nationally available but Medised suppositories and Medilave gel are being test-marketed, initially, in east London/Essex and South Wales.

Martindale Pharmaceuticals is also taking over the "ethical" products

from Dales Pharmaceuticals Ltd. From April 6, Inolaxine granules, Millophyline tablets, ampoules and suppositories and Pardale tablets will be marketed by Martindales. Packaging will be unchanged at first but packs in the Martindales house style will be phased in over the next three months. Distributors are Farillon Ltd, Bryant Avenue, Romford, Essex RM3 0PJ. ■

## Medilave gel

**Manufacturer** Martindale Pharmaceuticals Ltd, Chesham Close, Romford, Essex RM1 4JX

*Continued overleaf*

# Important Announcement from Mentholatum



**The arrangement that Menley and James sell the Mentholatum Company's products ends 1st May. In future please order your requirements directly from your usual wholesaler. We assure all our Chemist friends of our continued service and support**

New Deep Heat Spray · Deep Heat Rub · Deep Heat Lotion  
Mentholatum Balm · Mentholatum Antiseptic Lozenges  
Stop 'n Grow · Snug Denture Cushions · Doan's Pills  
Metholatum Nasal Inhaler · Cutipen · Dr Williams Pink Pills

The Mentholatum Company Ltd. Longfield Road Twyford Berkshire RG10 9AT  
Telephone: Twyford (0734) 340117 Telex: 847513

## Two ranges added to Jovan fragrance collection

The Jovan fragrance collection (UK), which was founded last year with the mass-distribution of Jovan musk oil, is to be extended by the addition of two more Jovan ranges from the United States—J'Espère and Night Blooming Jasmine.

J'Espère is described as a "provocative" day-time scent with an oriental, floral bouquet harmonising spices, woods and lighter flower tones. Rose, muguet and ylang-ylang are the dominant notes set against a background of amber, musk, sandalwood and vetiver, with touches of coriander and cardamom. It is available as 15ml natural perfume spray concentrate and a lighter 25ml spray cologne (both £3.45) but for the

launch period only there will be a trial-offer price of £2.99. Packed in squared clear glass bottles with silver-grey caps, J'Espère is presented in white cartons with a quilted design carrying the brand name in silver.

Night Blooming Jasmine is a "warm, sensuously potent fragrance of the night hours." Its composition is dominated by jasmine balanced with traces of tuberose and orange flavour. It comes in two versions a 15ml natural perfume spray concentrate and a lighter 25ml spray cologne (£3.45), available during the launch period at the trial-offer price of £2.99. The bottles are of frosted glass with reddish-brown caps and are packed in tortoiseshell cartons

which are edged in gold.

Beecham Scott & Bowne are taking orders for deliveries in June, when each of the Jovan fragrance ranges will each be promoted by a special offer. Pack crowners on J'Espère will carry a cash refund offer of 50p off any Paul Masson California wine. Offer cards attached to each pack of Night Blooming Jasmine will enable the purchaser to order a long playing record, "Moments to remember," at the special price of £1.99. On sending in 50p plus one pack crowner of Jovan musk oil from either the 60ml concentrate spray mist for women or the 120ml after shave cologne, the applicant will receive a ticket for any Rank or Odeon cinema.

All three ranges are available with display units which include tester facilities. Beecham Scott & Bowne, Beecham House, Great West Road, Brentford, Middx TW8 9BD. ■

## PRESCRIPTION SPECIALITIES

*Continued from p631*

**Description** Pale, buff-coloured gel containing benzocaine 1 per cent and cetylpyridium chloride 0.01 per cent in a water-immiscible protective base

**Indications** Relief of pain from abrasions and ulcers of the gums, palate, cheek, tongue and lips including soreness due to teething

**Dosage** Cover the affected area 3 to 4 times daily with a thin film as required filling the depression in the ulcer, particularly before meals. Do not rub in. Not to be used in infants under 6 months

**Contraindications** Hypersensitivity to benzocaine

**Precautions** In cases of dental abrasion, care should be taken to remove the underlying cause of the lesion

**Packs** 10g tube (£0.38 trade)

**Supply restrictions** Pharmacy only  
**Issued** April 1981. ■

## Theosol

**Manufacturer** Martindale Pharmaceuticals Ltd, Chesham Close, Romford, Essex RM1 4JX

**Description** Cream coloured torpedo-shaped suppositories each containing anhydrous theophylline 300mg

**Indications** Treatment of bronchial asthma, bronchitis and associated

conditions where bronchial spasm is present

**Dosage** One or two suppositories daily. Not to be administered to children unless directed by a physician

**Precautions** Theophylline stimulates the myocardium, reduces venous pressure and leads to an increase in cardiac output and should therefore be used with caution in patients suffering from cardiac disease.

Bronchodilator effects may be enhanced by sympathomimetics and other xanthines

**Packs** 12 suppositories (£0.95 trade)

**Supply restrictions** Pharmacy only  
**Issued** April 1981. ■

## Medised suspension

**Manufacturer** Martindale Pharmaceuticals Ltd, Chesham Close, Romford, Essex RM1 4JX

**Description** Blackcurrant-flavoured suspension containing paracetamol 120mg and promethazine hydrochloride 2.5mg in each 5ml

**Indications** Treatment of mild to moderate pain, symptomatic relief of influenza, feverishness, feverish colds and chickenpox, reduction of nasal irritation and watery discharge

**Dosage** Children 3 months to 1 year—5ml, 1 to 6 years—10ml, 6 to 12 years—20ml. Dosages should be taken at least four hours apart and no more than four doses should be taken in 24 hours. If symptoms persist do not continue treatment for more than 3 days without consulting a doctor

**Precautions** The preparation may cause drowsiness—affected persons should not drive or operate machinery. Medised will enhance the action of other central nervous depressants including alcohol

**Packs** 100ml (£0.65 trade)

**Supply restrictions** Pharmacy only

**Issued** April 1981. ■

## Molipaxin capsules

Molipaxin, the antidepressant introduced into hospitals last year (*C&D* August 30, p293), can now be prescribed by general practitioners.

The first of a new class of antidepressants—the triazolo pyridines—Molipaxin is said to offer many advantages over the tricyclics, especially in the low incidence of side effects. It is available in capsules containing either 50mg or 100mg trazodone hydrochloride and in packs of 100 (50mg, £9.95; 100mg, £19.85, trade). *Roussel Laboratories Ltd, Roussel House, Wembley Park, Middlesex HA9 0NF.* ■

## Tedral change

Tedral expectorant has been reformulated and no longer contains phenobarbitone. The strengths of the other ingredients—ephedrine hydrochloride, diprophylline and guaiphenesin—are unchanged.

*William R. Warner & Co Ltd, Usk Road, Pontypool, Gwent NP4 0YH.* ■

# P&G launch new Crest formulation

A new Crest formulation is to be launched nationally both here and in America which the makers, Procter & Gamble, describe as being "the first major breakthrough in toothpaste efficacy since Crest was first introduced in the US twenty five years ago".

Crest + is described as "a unique combination of sodium fluoride and a newly-developed hydrated silica abrasive system". It is this combination, the company says, which enables Crest + to deliver a significantly higher level of active fluoride into the tooth's surface at the place where cavities start.

A spokesman for the company says "This breakthrough is a boon to the dental health of the community. The research demonstrates that this new toothpaste is able to prevent significantly more new cavities than the original Crest".

Researchers claim that the studies conducted were the largest ever carried out on a dentifrice, involving 5,000 children and more than 10,000 dental check-ups over a three year period. *Procter & Gamble Ltd, Gosforth, Newcastle-on-Tyne NE99 1EE.* ■

## Savlon promotions

Care Laboratories are supplementing their above-the-line promotional activity with a two tier incentive scheme for the consumer and the retailer. This complements the "Savlon for a Safer Home" advertising theme.

Until August, Savlon liquid antiseptic will carry a crown featuring the home hygiene competition. By examining a line drawing and recognising eight areas where there is an immediate use for Savlon in the home then completing a tie breaker, consumers will have a chance to win a Nordic indoor sauna in solid pine complete with accessories or £1,000 cash alternative. Four runners-up will win an Astral UVA sunbench.

For the retailer there is the chance to win a holiday for two in Sri Lanka with 15 £100 holiday vouchers for the runners-up.

Independent audit research, the company says, shows that Savlon doubled its annual sales share in grocers during 1980, and after two years continues to grow by more

than 50 per cent per annum with the 500ml size challenging brand leader sales.

In support of the brand there will be a women's Press advertising campaign running from mid-May to the end of November and regional television will be tested during the year. *Care Laboratories Ltd, 161 New Bond St, London W1Y 0LN.* ■

## Bergasol addition

Bergasol is now available in a high protection lotion (125ml, £4.50) "to protect and tan the typically British complexion. The lotion, say Chefaro, contains a new filter Eusolex 8021 screening "even the most delicate skin from the burning UVB rays and the UVA rays which have been shown to contribute to skin damage and premature aging".

The filter, based in an oil-in-water emulsion, encourages greater scattering of UV light and increases the tanning acceleration properties of bergamot oil say Chefaro. *Chefaro Proprietaries, Crown House, London Road, Morden, Surrey SM4 5DZ.* ■

## Four seasons infant foods

Four new varieties in the Milupa infant food range are being introduced to help to meet increasing demands from mothers for more Milupa foods and more variety at dinner-time. There are three new dinner-time savouries and a dessert. Dinner-time savouries include vegetables with modified milk and soya bean protein. Winter vegetable casserole contains eight vegetables



with a wholewheat base. Spring vegetable dinner is gluten free and includes watercress and parsley. Fruit harvest is a low-sugar dessert containing berries, rosehips and hazelnuts.

The four Seasons infant foods are being supported by the "most active Milupa promotion ever" with full-colour advertising and extensive sampling. *Milupa Ltd, Milupa House, Hercies Road, Hillingdon, Middx.* ■

## Spring TV burst for Philishave

Philips are promoting their new Philishave range with a national television campaign starting April 6 for four weeks, featuring the "no two faces" commercial with the message, "Designed to get close to you". The campaign is only part of Philishave's £2 million advertising budget for 1981. *Philips Small Appliances, Drury Lane, Hastings, Sussex TN34 1XN.* ■

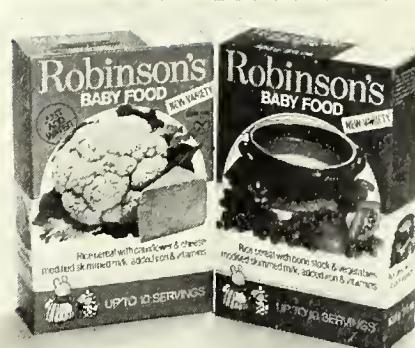


= extra vitality!

## Babyfood cereals—two more variants

Robinson's have added two new vegetable-based "super cereals" to their range of fruit and vegetable babyfood cereals first introduced last autumn, (C&D, Oct 11, p582). The additions—rice cereal with bone stock and vegetables and rice cereal with cauliflower and cheese—bring the range to four fruit and four vegetable variants. They will be available from mid-April.

*Reckitt & Colman Ltd, Danson Lane, Hull HU8 7DS.*



to five simple questions and a limerick to be completed. Entries should be sent to the company together with the corner cut from the Carnation display carton crowner.

The winner will receive Travelscene vouchers worth £400 for use on any Travelscene holiday and the three runners-up will each receive a portable television. The competition closes on Monday, June 1. *Cuxson, Gerrard & Co (Dressings) Ltd, Warley, West Midlands, B69 3BB.*

## Wholesale discount

Bristol Laboratories and Mead Johnson have reduced their maximum wholesale discount to 12½ per cent. *Bristol Laboratories Ltd, Station Road, Langley, Berks SL3 6EB.*

## Carnation trade competition

Cuxson, Gerrard are running a trade competition for all stockists of Carnation corn caps and their employees. The competition with a horticultural theme requires answers

## Seatone bonus offer

Seatone is on special bonus offer of 14 to the dozen until the end of April. This offer coincides with the national advertising campaign currently running in the consumer Press. *New Era Laboratories Ltd, 39 Wales Farm Road, London W3.*

white television worth £75.

The competition will be run in two parts; the first will be in store from April 13-25 and the second part will be in store from May 11-23.

Super shopper superbuys include Cream Silk conditioner, Savyon, Radox, Gillette GII cartridges, Harmony colour, Recital hair colourant and super blonde, Carefree panty shields, Pennywise, Steradent deep clean and tablets, Right Guard deodorant, anti perspirant and Double Protection, Tampax and Elastoplast plaster dressings.

Super shopper intermediate lines include Macleans toothpaste, Bristows hairspray, Palmolive shaving tubes and rapid shave, Nulon hand cream, Fastidia mini pads, Cow & Gate baby meals, Euthymol toothpaste and Oral B toothbrushes.

Super shopper optional extras include Germolene tin, tube and new skin, Germoloids suppositories, ointment and toilet tissues, Kwells and Dentynie. *Independent Chemists Marketing Ltd, 55 Boreham Road, Warminster, Wiltshire, BA12 9JU.*

## Mentholatum sales

Mentholatum and Menley & James have decided, by mutual agreement, to end the arrangement by which the Menley & James sales force have been selling Mentholatum products, with effect from May 1.

"Both companies have plans for growth in directions which make it difficult for the Menley & James sales force to continue handling both companies' product ranges," says a joint statement.

From May 1 Mentholatum products will be distributed solely through wholesalers. *Mentholatum Co Ltd, Longfield Road, Twyford, Berks.*

## April activity

Vestric special promotions for April are Bic razors and lady shavers, Crest, Curity Snugglers, Elastoplast, Farley's rusks, Fastidia mini pads, Gillette disposable razors, Joy Rides, Kleenex Boutique, Kotex mini pads, New Freedom, and Sylphs, Lightwaves, Listermint, Nivea cream, and lotion, Soft & Gentle, SR toothpaste, Sunsilk hairspray, Vespré press-on towels, Vosene shampoo and Wasp-eze. *Vestric Ltd, Chapel Street, Runcorn, Cheshire, WA7 5AP.*

## ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

Anadin:	All areas
Bic razors:	M, Lc
Colgate Dental Cream:	All areas
Crunch n' Slim:	M
Denivit:	Ln, M, Y, WW, So, NE, A
Galaxy tights:	All areas
Listermint:	All areas
Paddi Cosifits:	All except E
Pears shampoo:	All areas
Peaudouce:	All except U
Philishave:	All areas
Raintree skin range:	Y
Rave soft hairspray:	All except U
Scholl Air-pillo insoles:	A
Vidal Sassoon:	All except U, CI, E
Wet Ones for Baby:	All except So

## Mint, peach and hyacinth in Addis bath trio

Addis are bidding for a large share of the bath additives market with the introduction of a bath foam collection called Just Natural.

Three fragrances are offered—herbal mint, golden peach and blue hyacinth—all in two sizes, 300ml (£0.85) and 500ml (£1.25). The range is positioned as a cosmetic bath foam with body freshener that can be used for all the family.

Advertising breaks in June with a £300,000 national television campaign running for one month. Three different commercials are being used—one of 30 seconds and two 10-second “reminders” and the theme is designed to appeal to housewives with families. POS material in the form of window posters and display units will be provided.

A consumer offer of luxury bath towels for £3.99 is shown on dark green tags around the necks of the



special bottles. The towels are exclusive to Addis and have a picture of Adam and Eve. The company estimates the total bath additives market to be worth £45 million with liquids accounting for three-quarters. *Addis Ltd, Brushworks, Hertford.* ■

## Simple and Cidal additions

Albion soap are extending their range of Simple toiletries with the introduction of Simple antiperspirant (£0.96), a perfume free roll-on formula which is quick drying and non sticky. Designed to give day-long protection against perspiration odour and wetness, the makers say the antiperspirant being perfume-free, helps minimise the risk of skin irritation and also enables the user to wear perfume.

Presentation is a 50ml polythene bottle with a large roller ball, packed into an open fronted carton featuring the familiar Simple graphics. An introductory offer of £0.72 will be flashed on the carton.

Another new introduction is Cidal skin soft moisturising bath essence (130ml, £1.20) which comes in a translucent polyethylene bottle and white carton featuring a butterfly motif in blue, green and black. The introductory price will be £0.95 featured on a riser. *Albion Soap Co Ltd, 113 Station Road, Hampton, Middx TW12 2DY.* ■

## Millefleurs fragrance range

Millefleurs, a floral fragrance based on jasmine, tuberose and lilac blended with spices and oriental woods has been incorporated by Crabtree & Evelyn into a new range comprising eau de toilette (100ml decanter, £8.50; 40ml atomiser, £5.75; 7.5ml pocket atomiser, £2.85), bath gel (£250ml, £1.95), talc (100g, £1.95) and soap (box of three, £2.85).

Orchard soaps are now also available in camomile, peppermint, cherry and apple (box of three, £2.85). *Crabtree & Evelyn, 6 Old Bond Street, London W1X 3TA.* ■

## The race is on

A Formula Ford 2000 racing car is currently carrying the Disprin livery. The 130hp car with the Disprin sword logo and its racing slogan “A fast one” will race on eight British circuits, in the Pace British 2000 championship. *Reckitt & Colman Pharmaceutical division, Danson Lane, Hull.* ■

## Age-smoothing creme

Estee Lauder are introducing age-smoothing creme (30ml, £17; 60ml, £30) a face moisturiser recommended for normal to dry skin of any age. The product contains 60 ingredients including sodium RNA, natural collagen complex, amino acids, vitamins A, C and E, allantoin and aloe. *Estee Lauder Cosmetics Ltd, 71 Grosvenor Street, London W1X 0BH.* ■



=new vitality!

## Duty-free perfume sales have potential

A survey carried out by a travel magazine has shown there is "much scope for extending sales of (duty-free) perfumes to the frequent traveller".

The magazine, *Executive Travel and Leisure*, sent a questionnaire to 800 readers and achieved a 36.5 per

cent response. A third of business travellers had bought perfumes on the outward journey of their most recent trip, and a quarter bought perfumes on the return journey; 14 per cent and 11 per cent bought toilet waters on the outward and inward journeys respectively. Respondents named 41 perfumes and toilet waters, with Chanel the most popular.

*Duty-free market survey (£200). Overseas Market Facts, George St, London W1.* ■

# Metatone<sup>\*</sup> Tonic

-part of the family



**PARKE-DAVIS**

part of the Warner-Lambert Group

good products for you and your customers

Active Ingredients: Vitamin B, Ph Eur, Calcium glycerophosphate, Potassium glycerophosphate, Sodium glycerophosphate, Manganese glycerophosphate.

Parke-Davis & Co., Usk Road, Pontypool, Gwent NP4 0YH.

Further information and data sheet available on request. \*Trade mark R81056

## Hot news from Jackel

Hot water bottles shaped as Mr Men characters are being launched by Jackel International following the success of the Walt Disney characters. With six characters to choose from—Messrs Funny, Bump, Tickle, Slow, Mischief and Happy—the bottles are



expected to retail at "well under £5" and will be available to the trade from September, in assorted or individual starter packs. *Jackel International (UK) Ltd, Kitty Brewster Estate, Blyth, Northumberland NE24 4RG.* ■

## Robinson sponsorship

Colman Foods are sponsoring with Robinsons barley water three national events organised by the British Orienteering Federation. They are the Jan Kjellstrom trophy weekend at Stafford (April 18-20), the British Relay Championships at Dorking (May 23-25) and the British Orienteering Championships at Hexham (June 7). *Reckitt & Colman Products Ltd, Dansom Lane, Hull.* ■

## In the shade

Iced almond, iced plum and foxglove are three new shades added to the diamond glaze nail enamel range (£0.95) and four new foam baths (115ml, £0.99) are now available in roses, lavender, sea jade and flair fragrances.

Available in shades of sheer gold and sheer bronze (£1.75) is a colour moist tinted day cream, a light moisturiser which can be worn either under make-up or on its own, and a shimmer body lotion (£1.95) in shimmer gold and shimmer bronze to be used as either a moisturiser, sunscreen or highlighter. *Yardley, 33 Old Bond Street, London W1.* ■

## Wider public sought by Hanimex in 35mm and 110 market

Hanimex (UK) Ltd are moving more comprehensively than ever into the mass market with the introduction of a further four 35mm compacts and two 110's, to be available soon.

Earlier in the year the company released the 35F, with the promise of further additions to the family at a later date (*C&D* January 17, p88). That date has now been set as May 2 when the new developments will be first launched to the public at "Photoworld" which runs until May 6 at London's Olympia.

Expected to retail at around £45 is the 35MF, a full frame compact with motor drive, built in flash, soft case and wrist strap, f/4 38mm three element coated lens, single shutter speed of 1/125th and automatic

exposure. The film speed range is 64, 100 and 400 ASA and the viewfinder has parallax correction marks for use at 1.5m or less, a low light warning lamp and zone focus symbols.

The 35 micro flash is expected to sell at between £45 and £50 and is described as "ultra-compact". While having some similar features to the 35MF, this model has a "stronger" integral electronic flash built inside the front cover, a mechanical shutter—1/60th-1/80th—and manual weather symbol exposure control. The coated lens is an F/2.8 45mm lens and a four elements in three groups.

Claimed as a "completely new concept in camera design" the 35 RFd is a single lens reflex compact, with non-interchangeable lens and



*The 35MF—around £45*  
built in flash. This model—around £55—has a four elements in three groups f2.8 45mm lens and a programmed shutter coupled to CdS exposure control for 64, 100 and 400 ASA films. The reflex viewfinder has diagonal split-image focusing and two red LED's for over and under exposure with a green LED for correct exposure. This model is available now.

From Fujica—a division of Hanimex—comes the Auto-5, a 35mm compact with built in flash and five automatic functions. These are automatic first frame setting, automatic wind-on and rewind and automatic exposure and film speed setting (for 100 and 400 ASA—50 and 200 ASA must be set manually).

The lens is a 38mm f/2.8 four  
*Continued overleaf*

VITAMIN B COMPLEX

There's an extra vitality about this Spring.

# PHOTOGRAPHIC

## Motor-drive 110's

Continued from previous page element, in four groups and the shutter electronically programmed—1/8-1/500, with CDS exposure control. An albada type viewfinder has bright frame and parallax correction marks, plus a red LED warning light for under exposure. Focusing is by distance and scale and zone symbols. Expected selling price is around £60.

Also launched will be two motor drive 110's from Hanimex, both with built in flash and tele lens. The 108MTF (around £25.29) has as a normal lens an f/8 25mm three

*Motor-drive 110 from Hanimex*



element in three groups, and for telephoto an f/8, two element in two groups. The shutter is single speed—1/125th—and weather symbols are added for exposure control.

The 110MTF model (around £30) has as a normal lens an f/5.6 22mm three element in three groups and for telephoto an f/8, 44mm two element in two groups. The shutter is single speed—1/125th—and there is a low light warning lamp in the viewfinder. In both cameras the viewfinder adjusts automatically to the lens setting. *Hanimex (UK) Ltd, Hanimex House, Dorcan, Swindon.* ■

## Budget priced 35mm from Keystone

Also at the lower end of the 35mm market is the Everflash 3570 from Keystone, which they claim to be the only 35mm made in the US.

The Everflash has built in lens doors to protect the three element, f/5.6 lens, and also acts as a sunshield. These doors are designed to open with a touch of a button, or automatically, when the shutter is depressed. Keystone say they have also provided this model with a "foolproof film loading system," and "one-step rewind" which makes film changing simpler and quicker.

The 3570 also incorporates a built-in electronic flash and other features include an LED flash ready light, automatic resetting exposure counter, double exposure interlock, 1/125th shutter and tripod socket.

Keystone say it is packaged in a uniquely designed display box and comes with a full one year warranty. Limited quantities will be available in the UK in June and the model is expected to retail at around £30.00. *Keystone Camera (UK) Ltd, King Street, Enderby, Leicester.* ■

## Oraldene A worthwhile recommendation for him—and for you

As oral hygiene becomes more important, so does your recommendation for Oraldene. Containing 0.1% hexetidine, an effective anti-bacterial agent against mouth and throat infections, it's a worthwhile recommendation for him—and for you. An established, well-accepted and profitable brand.

**WARNER**  
part of the Warner-Lambert Group  
**good products for you  
and your customers**

Active Ingredient: Hexetidine.  
William R. Warner & Co. Ltd.,  
Usk Road, Pontypool, Gwent NP4 0YH.  
Further information and data sheet available on request.



**Oraldene  
for oral hygiene**

\* Trade mark R81057

# It's the new vitality from Roche.

The selling power of the Roche range of vitamins has just been given a big boost. The packaging has been completely revitalised.

BECOSYM. BECOSYM FORTE.  
BENADON. BENERVA.  
BENERVA COMPOUND. EPHYNAL.

All now enjoy an eye-catching new livery.

Elegant colours. Modern design. Superb display potential. Three vital factors for better sales and increased profits.

Inside the cartons, the products are now contained in glass bottles

with the same eye-catching label designs clearly distinguished by colour and copy.

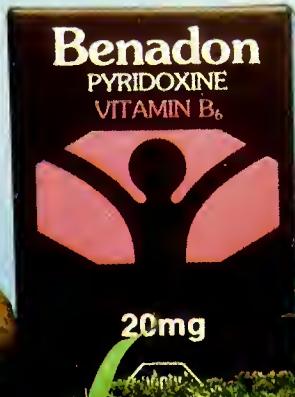
Your Roche medical representative will be calling on you soon. He will tell you more about this vitality, plus news of the introductory bonus and incentive offer to bring new vitality to your profits!

Please telephone John Heywood on extension 2782 if you require further information.

Roche Products Limited, PO Box 8  
Welwyn Garden City  
Hertfordshire AL7 3AY  
Tel: Welwyn Garden 28128



Product names are trade marks. J999138/381



**A**baby can let you know his feelings even without the benefit of words.

Try leaving him in a wet, uncomfortable nappy for instance, and see how long it takes before you understand what we mean.

It's therefore not surprising that mothers in their thousands are changing to Peaudouce BabySlips, to change an outburst from a healthy pair of lungs into a smile from a twinkling pair of eyes.

Because Peaudouce Baby Slips keep a baby drier, for longer.

**PUT A SMILE  
OF THE DAY**



**WANDER**

# DIABETIC CUSTOMERS?



This Easter your Diabetic customers may not be able to enjoy Easter Eggs with the rest of the family, but they can enjoy a selection of Wander Chocolate bars and wafers.

So this Easter make sure you have Wander Diabetic chocolate for your customers when they visit your pharmacy.

Display stands available from our local representative.

**Please telephone 01-890 1366 Ext. 214**

## ORDER FORM

*All the following lines are available from your local wholesaler.*

### SORBITOL DIABETIC CHOCOLATE

Plain	<input type="checkbox"/>	bars
Milk	<input type="checkbox"/>	bars
Nut Milk	<input type="checkbox"/>	bars
Coffee Milk	<input type="checkbox"/>	bars
Orange Milk	<input type="checkbox"/>	bars

NAME: .....

ADDRESS: .....

### FRUCTOSE DIABETIC CHOCOLATE

Milk	<input type="checkbox"/>	bars
Nut Milk	<input type="checkbox"/>	bars

TEL: .....

### FRUCTOSE DIABETIC WAFERS

Chocolate Wafer	<input type="checkbox"/>	wafers
Orange Wafer	<input type="checkbox"/>	wafers
Coffee Wafer	<input type="checkbox"/>	wafers

CUSTOMER'S SIGNATURE: .....



# The natural tan of the Islands



HAWAIIAN  
Tropic

From its origins in Hawaii, HAWAIIAN TROPIC quickly established almost a cult following of sun worshippers. The message quickly moved to Mainland U.S.A., across the Continent from California to Florida Hawaiian Tropic became the Number 1 brand.

From America the HAWAIIAN TROPIC success spread to the sunspots of France, Italy and the Canaries. Your customers tried it themselves and sought it out back home.

Now a short time since its European introduction, HAWAIIAN TROPIC is the fastest growing suntan range in the U.K.

## The Products

The Hawaiian Tropic range promises a tan for every skin tone, from the palest to the darkest.

It is a complete range of suntan products from high protection creams and lotions to professional oils. All are made from a unique blend of natural ingredients to give a safer, darker longer-lasting tan.

## Advertising

In 1981 we will be letting even more people know about us. We are doubling our advertising expenditure this year. Full colour ads, many double page spreads, are aimed straight at your biggest customers.

Throughout the season Hawaiian Tropic will be appearing in the right places.



In addition there will be a co-operative campaign with Silhouette Sunsoakers, the top-selling swimwear range.

**SHAW  
Trop**  
**The natural ta**



**Safe natural ingredients all tanning stages.**



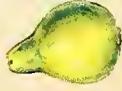
**Unique simple price £3.75.**



**Generous 200 ml profit per pack sold.**



**£300,000 Advertising budget.**



**Passport to Hawaii.**



**for all skin types and**

**structure - all products at**

**s, with at least £1.25**

**Promotion spend in 1981.**

**Promotion (See over for details)**

## Sampling

History shows that once people have tried Hawaiian Tropic, they go out looking for more.

We are offering one million samples cover-mounted in Woman's World, Look Now and Honey.



## Couponing

Backed by the editorial endorsement of the magazines we are also offering each reader of Woman's World, Look Now and Honey a 30p coupon against the purchase of any product in the range.

## Pricing

Every product in the Hawaiian Tropic range is at one price - £3.75.

No longer will customers need to balance the benefits of the right product for their skin tone against price. With Hawaiian Tropic they choose the products that are right for them.

There are benefits for you too. One price for the range means that you don't have to look up price lists every time you mark-up stock.

With our lotion, milk and oils we are offering your customers generous 200 ml. packs . . . and don't forget there is at least £1.25 profit on every pack you sell.

# PASSPORT TO HAWAII

## For your Customers

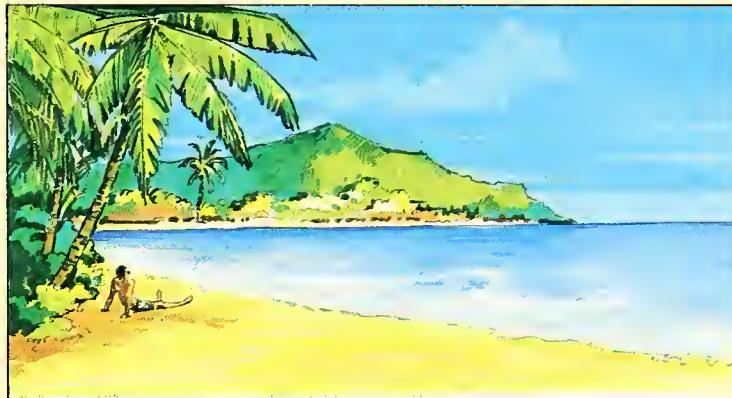
As well as offering your customers a safer, darker, longer-lasting tan, we're also giving them the chance to sample the delights of Hawaii for themselves.

Our competition offers a first prize of a holiday for two, flying 1st class to Hawaii by Western Airlines, staying at the Waikiki Holiday Inn. There are three second prizes of Holiday Inn Weekends in the U.K. and twenty-five runners-up prizes of a choice of the 1981 Silhouette Sunsoakers range of swimwear.

## For you

From your Unicliffe representative you can obtain a full display kit, containing posters, showcards, window bills and competition entry forms.

Now, use this material in a window display based on the theme 'Passport to Hawaii' and you could win:



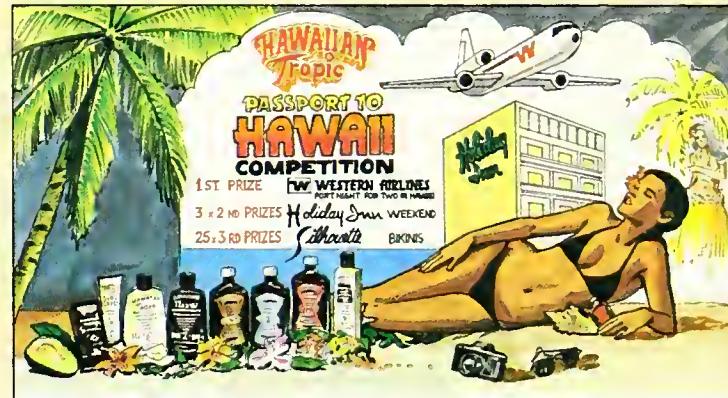
### 1st Prize:

2 weeks fully inclusive holiday for two in Hawaii worth £2,000.

Spend two weeks at the superb Waikiki Holiday Inn. Soak up the Islands' endless sunshine. Swim, sunbathe and dance; on these exotic islands there is so much to enjoy every minute of your stay. You'll also have the chance to sample the true benefits of Hawaiian Tropic!

### Runner-up Prize:

A weekend for two at a Holiday Inn in the United Kingdom.



### Some helpful hints!

Use natural looking props - Sand, bark, fruits and flowers.

Talk to your local travel agent - get some additional display material.

Link other holiday products - sunglasses and cameras.

Incorporate Hawaiian Tropic in your display.

Remember an exciting display in your window is your advertisement day and night.

## ENTRY FORM

### How to enter

Fill in the details below and send your entry form together with a photograph of your "Passport to Hawaii" display to:

**Passport to Hawaii Display, PO Box 84, London SW5 OLG.**

Please make sure your name and address is on the back of the photograph.

NAME \_\_\_\_\_

Signature of Unicliffe Representative

ADDRESS \_\_\_\_\_

All entries must be received by 31st October, 1981.  
All enquiries to Unicliffe Limited, 01-843-2345.

For a detailed copy of the Window Display Competition rules and regulations, please send a stamped self addressed envelope to the competition address listed above.

A list of prize winners will be available on request after 30th November 1981

No correspondence will be entered into by the organisers.

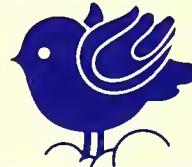
Prize Winners will be notified by 30th November, 1981.

A powerful argument in itself. But with the support of £1.5 million on TV advertising and promotion, massive sampling schemes, and the persuasive voice of babies offering a constant reminder, you can safely expect more mothers

to be in search of Peaudouce BabySlips.

Which should give us all something to smile about.

Peaudouce (UK) Ltd  
PO Box 220 London N12  
8PU 01-445 5246/7/8



**PEAUDOUCE**  
**BabySlips**

KEEPS A BABY DRIER LONGER.

# IN THE EYES THE PEOPLE.

## Lessons to be learnt from the Dutch

Conflicting theories regarding the effect of computers on community pharmacy practice in the UK currently abound. Their potential for compiling comprehensive record systems and monitoring adverse drug interactions is balanced by the fear that the pharmacist may eventually become a supernumerary in the primary health care team. Authors A. M. Crabbe MPS, MIPharmM, and R. G. Stevens, BPharm, PhD, MPS, visit Holland and review systems in operation in Dutch community pharmacy.

Having more than a casual interest in computer systems both in software development<sup>1 & 2</sup> and in involvement with systems currently offered by wholesalers, we both felt it timely to set aside generalities and examine one of the more advanced systems now in use in European pharmacy.

Computerisation in the UK has largely been limited to hospital applications<sup>3</sup> and central use within area health authorities<sup>4</sup>. Few existing systems in retail pharmacies have extended beyond business orientated routines on some of the now outdated 8 bit microcomputers with floppy disc storage. As was recently acknowledged at a conference organised by a leading wholesaler, the development of patient record systems in the UK is proving a slow process<sup>5</sup>.

### Opportunity

An opportunity presented itself to study an advanced computer system which has been installed in a community pharmacy in Holland. Such a system represents a considerable investment for the pharmacist in both time and money and before the visit we outlined the following criteria which we felt should be met if such an investment could be justified.

1) The system should be of positive benefit to the patient—the level of service offered as a result of the data generated by the computer should be markedly better than before installation.

2) The system should benefit the pharmacist in both his professional and business activities—the business applications are well defined and apply

equally to any commercial enterprise, but the effects on professional activities are presently not so clear.  
3) The system should provide facilities useful to the prescribing doctor thereby improving co-operation with the pharmacist.

### Pilot projects

Holland is one of the most advanced European countries in the development of computerised systems for general practice pharmacy. Three pilot projects are currently under evaluation and the KNMP (Royal Dutch Association for the Advancement of Pharmacy) has established a committee to investigate the application software. Two of the systems in use rely on a mainframe computer serving several satellite pharmacies, the third system employs smaller computers each situated in a separate pharmacy. Some twenty mainframe and twenty isolates systems have so far been installed throughout the country.

Dutch pharmacy practice has long encouraged the keeping of patient medication histories and the transition from manual to computerised systems is a logical extension of this policy. The system of patient registration, whereby people covered by the government sponsored sick fund, (70 per cent of the population) are obliged to register with one pharmacy, encourages record keeping. This registration system, combined with the need to produce individual accounts for treatment, has led to some 50 per cent of Dutch pharmacies keeping some form of patient record.

The pharmacy we visited has 20,000 registered patients and has maintained a manual card record system since 1973. The pharmacist has recently elected to transfer to a computer system and the transition commenced in April 1980. At present, all private patient records have been computerised while sick fund records are still maintained on the card system.

### Two system comparison

It was, therefore an ideal time to compare the two systems in operation side-by-side. The pharmacy processes some 400 prescriptions a day with an average of 1.4 items per script. Eight full-time and one part-time technicians are employed, together with a supervising pharmacist.

Processing of a prescription by the manual system commences with the retrieval of the appropriate card from a large array of filing cabinets. In practice, one technician could be solely employed at this task during busy dispensing periods. The prescription and record are placed in a plastic folder and pass into the dispensary for label preparation and checking of the prescription against the record. The prescription is dispensed, the label attached and the drugs, prescription and record card are passed to the pharmacist or senior technician for final checking and issue to the patient. By consulting the record card the pharmacist is able to provide counselling at the time of issue. This has been found to be particularly valuable when a new treatment is indicated.

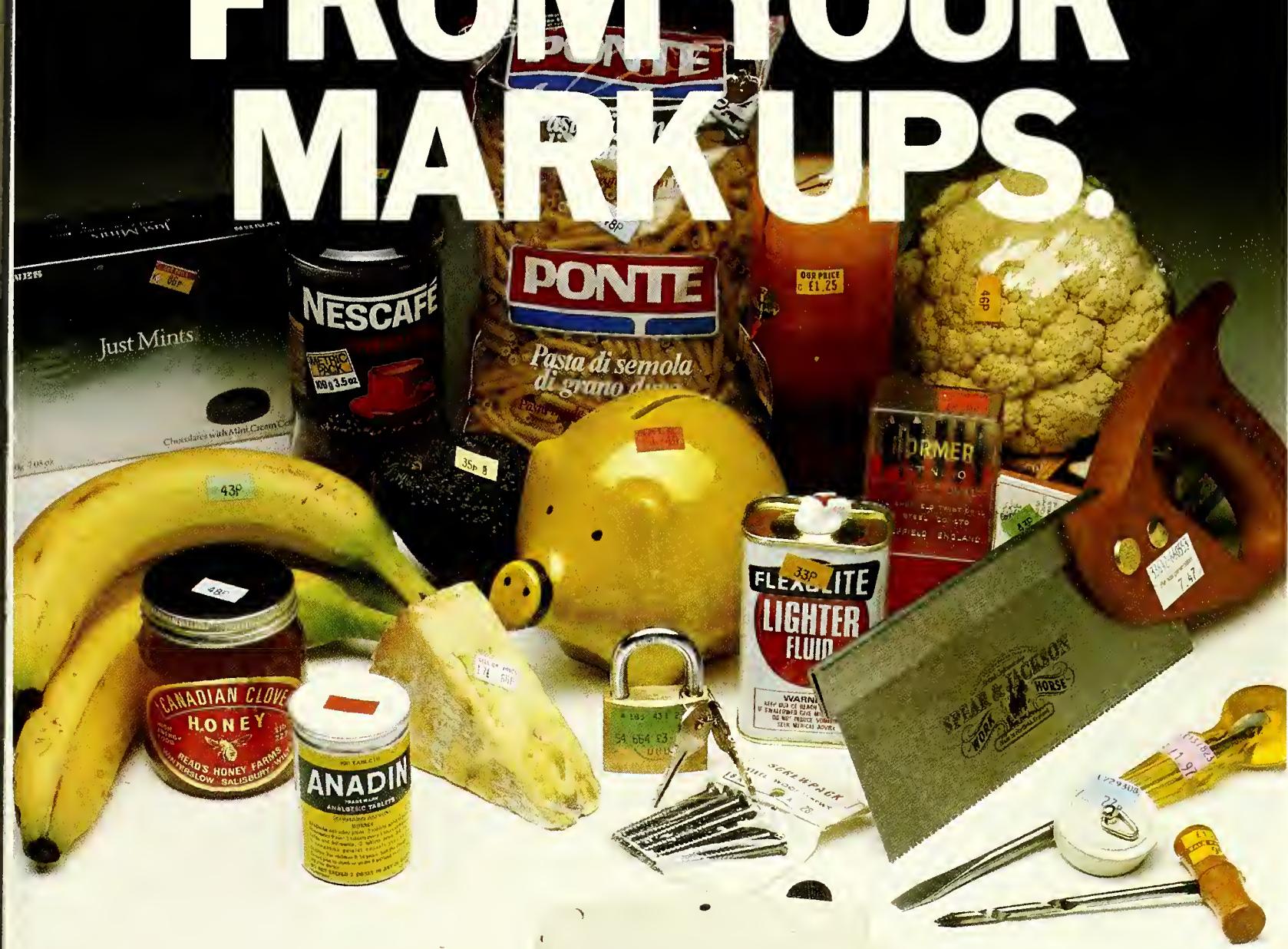
The card system works quite well, cards are kept for each family unit with individuals having separate entries. Cards of patients who form risk groups, such as diabetics and users of anticoagulants are marked with colour coded spots. As with any manual system, it does suffer two major drawbacks, some 10,000 cards require a large storage space and the

*Continued on p646*

**Alan Crabbe** is a member of the Welsh executive of the PSGB and currently chairman of the Cardiff and South Glamorgan Branch and has a pharmacy in Pontypridd.

**Dr Stevens** is a lecturer at the Welsh School of Pharmacy, University of Wales Institute of Science and Technology.

# MORE PROFITS FROM YOUR MARKUPS.



No matter what price marker you use, it eats into your profits.

Though obviously, some systems are more pricey than others.

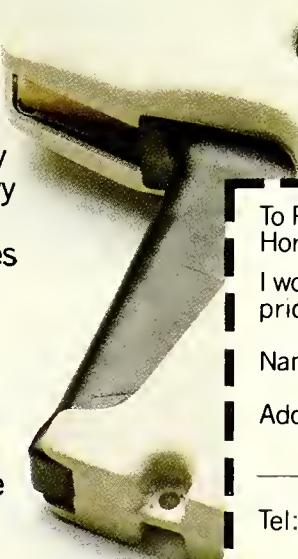
Either they print illegibly and result in expensive guesses. Or they use unnecessarily large labels. Or they are unreliable or so heavy they wear you down.

Pitfalls that are avoided by Pitney Bowes labellers.

They print large, clear characters on optimum size labels. They are rugged and reliable, yet surprisingly light and fast to operate. And they're all backed up with a two year warranty.

Finally, we have the right labeller for the right job, be it simple price marking or a complex coding operation.

So if you want to cut your overheads, cut out the coupon and compare our quote with your present costs.



To Pitney Bowes Marking Systems Ltd.  
Horsecroft Road, The Pinnacles, Harlow, Essex CM19 5BH.

I would like further information on how I can reduce my price marking costs.

Name \_\_\_\_\_

Address \_\_\_\_\_

Tel: \_\_\_\_\_



The mark of reliability  
**Pitney Bowes**  
Marking Systems

CD4

## Computer and card systems compared

*Continued from p644*

retrieval of each card and the updating of the records by a typist takes a considerable time.

The computerised system is designed around the IBM series I computer with 128K bytes of memory and 13 M bytes of hard disc storage. Two terminals and a line printer are sited in the dispensary and the computer and disc storage unit are in an adjacent room. The software has been developed by a commercial software house and the facilities provided include the following:

- 1) A patient register detailing name, address, insurance number, age, sex and allergies.
- 2) A patient medication record detailing each item dispensed.
- 3) A drug interaction warning system.
- 4) A drug file detailing name, strength, type of preparation, unit of medication and price.
- 5) Labelling routines.
- 6) Routines for costing treatment, preparing accounts and issuing receipts.

Unlike the pilot systems available in the UK, the system does not monitor stock levels or provide re-ordering prompts. Stock control is performed manually, using a system which has proved effective and reliable over a period of years.

### Considerable outlay

A computer capable of handling this number of routines and storing their related data represents a considerable financial outlay at current hardware prices and a comparable system would presently cost between £14,000 and £18,000. To handle all patients registered with the pharmacy, further expansion and expenditure will shortly be required and as a rough guide, the system will cost approximately £1 per patient on record.

The processing of a prescription takes the following course. By entering name, address, or insurance number, the patient is identified on the patient register and the relevant data accessed. Whichever method is

selected, the system is designed so that the operator executes a minimum number of keystrokes to obtain the correct records. Once the patient is identified, the computer retrieves all relevant data from storage. The operator then keys in the medicament name, or part of it, and the screen displays all its forms of administration and posologic data. The preparations are numerically annotated and the required item is selected by entering the appropriate number. After selection of the medicament the complete patient medication history is displayed on the VDU item by item with the new item at the top of the screen. Any interactions with previous therapy are indicated by an asterisk against the appropriate drug in the displayed list. If the operator is satisfied with this information, a label preparation routine is initiated. The program provides many routine labels, but unusual labels may be typed using the terminal keyboard. Single or multiple copies of the label can be produced, as desired. The computer also prepares receipts for cash transactions and accounts for patients covered by insurance. The data needed for these routines are automatically called from the drug file.

### Fast and simple

In practice the computer is remarkably fast, simple to use and significantly reduces the time required by the manual system. Perhaps the most important improvement is the drug interaction facility, which allows an immediate response by the pharmacist or technician to a potentially dangerous drug combination. The speed of the system does much to relieve pressure on dispensing staff during busy periods thus allowing extra time for checking and consultation with the patients. The latter is particularly important when the medication history indicates that the drug constitutes a new therapy.

The software fulfils all the requirements of this particular pharmacy and if any criticism were to be made, it would be the patient medication history file and its display. From the programmer's point of view, it uses a lot of storage space, each dispensing of a repeat prescription requiring a new 100 byte entry. From the user's viewpoint, the display of the record can be confusing, with a long list of items appearing on the

screen. Apart from this, the software is good, handling the routines quickly reliably and simply with the minimum of input required by the operator.

### Criteria met

The card system went some way to meeting our original criteria. It was of benefit to the patient in that counselling could be provided when new therapy was indicated or particular drugs were prescribed to a patient in a risk group. It also provided a safeguard in the case of repeat prescriptions against dispensing errors. The benefits to the pharmacist on his professional activities were a reduction in the number of problems requiring reference back to the prescriber, and the ability to extend his role in the health care team. By compiling statistics from the records on problems, such as adverse interactions, the pharmacist has been able to assist doctors in avoiding problem areas. This in turn has led to greater dialogue and better relations with the doctors.

The computer provides all the benefits outlined for the card system with some added advantages. The interaction warning system is impressive, providing an extra safeguard for both the patient and the pharmacist. The speed with which data can be retrieved and processed allow extra time for other duties and drastically reduces the amount of clerical work required.

Both patient and staff acceptance of the computer has been good. With an open dispensary arrangement in operation, the patient is able to watch the entire procedure and generally feels reassured by the service.

### Trained technicians

Acceptance by the staff and the smoothness of the transition from a manual system can be attributed to two things. The technicians are quite highly trained having undergone a two year full-time course which itself requires a degree of intelligence. Secondly, the staff have been kept fully informed of all developments as the transition has progressed.

On the basis of our observations, the future of the pharmacist in Holland looks secure. By adopting a purely professional position,

*Continued on p651*

# cheaper by the pound

We're offering a £1 cash refund to consumers buying three packs of Duracell, the longer lasting battery.

It's Duracell's biggest ever cash refund - so make sure you take advantage of it and keep plenty of Duracell

in stock. Nothing encourages multiple purchase more than a cash back promotion.

More information?

Contact your usual stockist or ring or write to: Duracell Sales Office, Duracell U.K., Duracell House, Gatwick Road, Crawley, Sussex. Tel: Crawley (0293) 512021.



**DURACELL®**  
**No ordinary battery looks like it  
or lasts like it.**

**Or makes money like it.**



# It's going to take special for you to build profits in 1981

Unican, who already offer the widest range of home brew beers and wines in a growing market now worth £40m introduce a potent new profit-earner for 1981.

Unican Special Reserve. A new high quality range of home brew wines, which are ready for drinking in under 8 weeks, at a highly competitive price. Special Reserve will spear-

head Unican's biggest ever investment in advertising, PR, print and promotion on a national, regional and local level.

Including national press, local press, and TV, supporting the entire Unican range.

So if you're concentrating on how to make profits in 1981, Unican is a natural.

Unican Foods Ltd, Unican House, Central Trading Estate, Bath Road, Bristol BS4 3EH.  
Tel: Bristol (0272) 712281.





# are something



## SPECIAL RESERVE from UNICAN

The first name in Home Brew Wines and Beers

# EEC REPORT

by Richard Carswell, senior executive, CSM European Consultants Ltd

## Towards freer movement of proprietary medicines

The European Commission has made proposals to speed up the EEC's progress towards the complete free movement of proprietary medicinal products within the European Community. The proposals amend and up-date the EEC Directives adopted in 1965 and 1975 which went some way

to harmonise national provisions in this field.

Accompanied by a report on the progress made to date, the Commission's proposals consist of a draft Council Directive and a draft Council Regulation. These will be the subject of opinions by the European

Parliament and the Economic and Social Committee before being considered and finally adopted by the Council of Ministers representing the Member States.

### Authorisations

The report points out that, irrespective of the place of production in the Community, products are manufactured and tested according to the same rules and under the supervision of persons with equivalent qualifications. Now that these safeguards have been adopted, it has been possible to do away with systematic checks on imports from one Member State to another. Nevertheless marketing authorisations have remained a national matter. Hence the need for further legislation.

The Commission had hoped that the Committee for Proprietary Medicinal Products (CPMP), set up under the existing Directives and comprising representatives of the Member States and the Commission, would overcome the barriers to free movement due to the system of national marketing authorisations. This has not been the case, partly because the Committee does not have sufficient powers.

### Mutual recognition

The pharmaceutical industry wants Member States to recognise each other's national marketing authorisations. Consumers, however, want a system of Community authorisations issued by a European agency. In its proposal for a Council Directive the Commission plumps for the first option (mainly for reasons of cost) and proposes the introduction of the mutual recognition of marketing authorisations issued by national authorities on a harmonised basis. In other words, a proprietary medicinal product manufactured and marketed in one Member State according to harmonised provisions would, with certain exemptions, have to be allowed on to the markets of the other Member States. (In disputed cases concerning the quality, safety and efficacy of a product the CPMP would be called upon merely to give an opinion.)

### Procedure

An applicant would have to inform the CPMP of his application, mentioning the Member State(s) in which he has filed it, and also forward

## Another step forward!



#### 4 Exciting new Meal Occasions

- Spring Vegetable Dinner
- Summer Salad Variety
- Autumn Fruit Harvest
- Winter Vegetable Casserole

The pick of the 4 Seasons' crops.  
Ready to enjoy every day - all the year round.

See your Milupa representative for special introductory offers.

# milupa®

The new generation of Baby Foods

Milupa Limited, Milupa House, Hercies Road, Hillingdon, Middlesex UB10 9NA. Telephone: Uxbridge 59851

to the Committee a copy of the marketing authorisation(s) already issued. The Committee would then forward this information to the Member States. The Member States(s) concerned would then grant recognition by issuing an authorisation valid on its market within 120 days after notification or 60 days in the case of a product containing a new active substance. An applicant would be able to explain himself orally or in writing before the Committee, a procedure strongly requested by the industry.

An application would have to be accompanied by a data sheet containing the name of the product; the international non-proprietary name recommended by the World Health Organisation, where such a name exists, of each active principle or, failing this, the generic name or chemical description; the pharmaceutical form; the pharmacological and pharmacokinetic particulars; the clinical particulars; the pharmaceutical particulars; the marketing authorisation number; the conditions of sale to the public; and the dates on which the data sheet was drawn up and last revised.

The draft Directive also amends the existing Directives in the light of new scientific developments. It specifies certain provisions relating to physico-chemical, biological or microbiological tests on products and introduces the principle of bioavailability and mutagenesis tests in order to safeguard public health.

## Guidance notes

The Commission's proposal for a Council Recommendation asks Member States to ensure that, in the conduct of tests and presentation of results, an applicant follows the Notes for Guidance—annexed to the proposal—which the Member States in turn would follow in evaluating all applications for marketing authorisation.

The Commission considers the Notes for Guidance necessary in order to prevent differences of interpretation in the testing of products and the examination of applications by national

authorities. The notes deal with the following aspects of safety and efficacy of drugs:

- single dose toxicity
- repeated dose toxicity
- reproduction studies
- carcinogenicity
- pharmacokinetics and metabolic studies in the safety evaluation of new drugs in animals
- fixed combination products.

## Prices

In its accompanying report the Commission reminds us that the problems of medicine prices and reimbursement by the social security organisations are major barriers to free movement. The fixing of prices which are too low or the debarring of medicine from reimbursement are just as effective a barrier as the refusal of a marketing authorisation. The Commission points out that although price formation is a national matter according to the Treaty of Rome, Article 30 of the Treaty is violated when a price system does not permit either a producer or a Community importer to sell his product on the market of that Member State at a remunerative price.

It is in this context that last year the Commission proposed a Council

Directive aimed at establishing a harmonised system for the registration of parallel importers of proprietary medicinal products (*C&D November 29 1980* and *February 14 1981*, and below). The Commission is preparing other measures.

## Advertising controls

With regard to regulating the advertising of proprietary medicinal products the Commission has come to the conclusion that it would not be advisable to make proposals, given the difficulty of reconciling different national viewpoints.

The Commission acknowledges that research is the driving force of the pharmaceutical industry and reminds us of its proposals for research into biomolecular engineering and the registration of work on DNA recombination. Finally, the report feels that harmonisation amounts to a kind of European quality label which will have its effects on international trade. ■

*CSM European Consultants Ltd, Eagle House, 109 Jermyn Street, London SW1, telephone 01-839 4544, is an independent consultancy which advises companies on EEC policy and legislation.*

prices throughout the EEC are more closely in line.

At the heart of the Commission's proposals is a system known as parallel importing. A parallel importer is an independent entrepreneur who cashes in on price differentials between EEC member States. His profit derives from buying drugs produced by a research-based pharmaceutical company in the country where the manufacturer has them on sale most cheaply, and re-selling them in an EEC country where the manufacturer's price is higher—significantly higher in some cases.

In evidence to the Select Committee, ICI (UK) described how they had been damaged by the activities of parallel importers, losing about 20 per cent of their Dutch sales of a "heart drug". ICI believes they were justified in selling the drug at a higher price in Holland than in the UK.

Evidence from the Association of the British Pharmaceutical Industry said there would be little benefit to the public from the proposed Directive as prices charged by parallel importers tend to be little lower than manufacturers' own prices. Public health would be prejudiced by the manufacturers' loss of control over their channels of supply and the difficulties in arranging for recall of faulty products. ■

## Delay sought in EEC proposals

A House of Lords Select Committee has urged the Government to delay the implementation of EEC Commission proposals which would permit entrepreneurs to buy drugs cheaply in one Common Market country and sell them at a profit in another member State.

Peers on the all-party European Communities Select Committee warn that if the Commission's proposals are implemented without adequate safeguards, established pharmaceutical companies would be placed "in an impossible position". They argue that no action should be taken on the Commission's proposals until drug

only medicines, but advice and information to both the patients and doctors. The card records and now the computer have done much to consolidate this position by providing the data required to fulfil his new role easily and quickly.

1. Stevens, R. G., *Pharmaceutical Journal*, 224, 293-294, (1980).
2. Stevens, R. G., *Ibid*, 225, 200-202, (1980).
3. Knowles, D. R., *Ibid*, 225, 386-388, (1980).
4. WHC (80) 11 1980.
5. Conference Proceedings, *Pharmaceutical Journal*, 225, 574-576, (1980).
6. Winters, J., *Pharmaceutical Journal*, 225, 384-386, (1980).

# Computers in pharmacy

Continued from p646

eschewing non-pharmaceutical commercial considerations and embracing modern methods, the pharmacist has created for himself a position as a respected member of a health care team. He provides not

## Rural dispensing: 'no' to new group

Yet another splinter group is not the answer to tackling the dispensing doctor problem so late in the day. The Clothier "agreement", despite the short-term relief, could prove to be a disastrous compromise unless we ensure that any new legislation is not slanted against pharmacy, and that somehow, the high profits are taken

away from dispensing at doctors' surgeries.

There would be no problem at all if, as the medical journal *Medeconomics* highlights, only GPs in isolated rural areas were involved, as envisaged in the spirit of the 1948 Act; it is the country town doctor we must fear. If NHS dispensing in two-centre surgeries, some adjacent to pharmacies, was banned, and if the term "rural in nature" in the new Act were clarified to ensure that dispensing doctors can no longer

claim, in theory, practically everyone living more than one mile from a qualified pharmaceutical service, this could only serve to reduce the growing mutual hostility between our two professions.

No one can blame some doctors for exploiting the current blatant lack of financial control. There is little doubt that some of us would do the same if, exactly akin to dispensing surgeries, pharmacists were encouraged to provide OTC medicines to patients finding it inconvenient to see their GP. Wouldn't some of us supply the profitable ones, knowing that they simply had to send the bill to the pricing bureau for payment?

If our leaders make sure that the pharmacists' interests are protected in new legislation—conceding that the public in isolated areas should be adequately catered for—then the potential danger to the prospects for future generations of pharmacists will be minimal.

P. M. W. Clarke  
Dorchester, Dorset

## The 'possible'

I was pleased to read Mr R. N. Thomas' letter (*C&D* March 28) giving his views on the dispensing doctor problem. Contrary to so many of the statements we hear on this subject, he appreciates that politics is the art of the possible.

The Clothier regulations were drafted in a conscious effort to say—"No side is going to win totally, but in terms of appropriating each other's patients—thus far and no further".

Of course, the agreement does not represent all that pharmacy wants and it doesn't hold the "doctors prescribe, pharmacists dispense" line at all costs. But that fight had been going on fruitlessly for many years and pharmacy in rural areas was dying the death of a thousand cuts as doctors learned the attractiveness of subsidised dispensing. "*Guerre à l'entrée*" would have finished rural pharmacy for ever.

When the final enshrinement of Clothier comes about in just a few months' time, then will be the opportunity to review our side's position and to decide the priorities for taking some offensive action, the testing scheme being a prime objective. We need to strengthen our defensive position, which Clothier does, prior to this.

# My daughter's ears were pierced at a chemist



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All these war-like analogies may seem excessive, but that is how rural pharmacists see their position, so I don't apologise.

One might be tempted to hope that in the present situation, where any financial handout is hardly available, a straw thrown to our profession in the way of protection for rural pharmacies might be forthcoming—especially when it would save money for the NHS.

Dr Vaughan, at the LPC conference, hinted that he was prepared to look for such a straw. He can have been left in no doubt, at that conference, of the depth of feeling by pharmacists at the unfair advantages of so-called dispensing doctors. (In parenthesis, full marks to all the speakers at the conference on this topic; their indignation was nicely tempered with facts and logical argument.)

In the short term, I would support Mr Thomas' strategy—united effort by the pharmacists in an LPC area (not just the Committee) in reporting, monitoring problems and being their own self-publicists for the cause of pharmacy.

The LPC itself has to prove itself to be "difficult", to be a thorn in the flesh of the administrator, so that misinterpretations of the Regulations are not allowed to take place—essentially this means the LPC secretary.

Finally, I would agree (and so would the entire PSNC) that the one mile limit is out of date. Against the doctor's lobby, however, a lot of effort will be needed to force any change.

Again, I must agree that there are many areas where it would be unrealistic of us to believe that, for the present, we can do without dispensing doctors. Perhaps a deal can be worked out to give some guarantee to doctors for the genuine low-density rural areas in return for a widening of the one-mile limit in the contested situations.

**Donald Ross**  
Bourne, Lincs

## Our responsibility

The statement made by Mr Thomas (March 28) that it would be unrealistic for doctors to cease dispensing in some areas, unfortunately destroys the credibility of pharmacy's case in the eyes of the public.

Having had the experience of opposing doctor dispensing in a debate organised by a Community Health Council, I am convinced that the present system will not change unless and until pharmacists (a) keep patient medication records and (b) are prepared to take on the responsibility

for *all* dispensing.

A dispensing doctor said to me afterwards "Tell me it is in the patient's interest for all dispensing to be done in pharmacies, and I am prepared to listen; tell me pharmacists want to do the 85 per cent of my dispensing which I find profitable but I can continue to do the 15 per cent on which I make a loss, and I will fight them every inch of the way".

**G. J. Hurst**

Ross-on-Wye, Herefordshire

## Call for support

It is my intention to meet Mervyn Madge this week to discuss future plans regarding rural dispensing and all its associated problems.

Foremost in our discussions will be whether to form a rural dispensing association or to use established committees to get our message and actions across. Our activities will be immeasurably more purposeful with the support of all members in agreement with our intentions; our aims will be set forth when all opinions are considered.

**John Davies**  
8 High Street  
Wiveliscombe, Somerset

## No leadership

We ever-patient pharmacists have been accustomed over the years to being regarded as of rather less importance than our medical colleagues, but I must admit I had a surprise when I rang our own parent body at Lambeth to inquire for the address or telephone number of a fellow pharmacist. I was asked by the young lady on the telephone: "Is he somebody important?" and I felt obliged to remind the questioner that, as far as I was concerned, at Lambeth High Street *all* pharmacists were important, or didn't she think so?

We have grown to expect, with one or two notable exceptions (such as Albert Howells and Bill Darling) little, if anything, in the way of leadership and inspiration from above, but last week's antics by our "revered?" Council leave me speechless (well, almost). Do not our so-called leaders realise that their weak-kneed lack of leadership is tantamount to condoning illegal actions? And *they* are supposed to be the enforcing authority.

On the point of POM medicines alone they should certainly have given guidance. Do they really profess to be in ignorance that prescriptions for POM medicines are being supplied at less than the charge of £1?

A recent example of a prescription for thyroxine tablets is typical. Of two

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items, one for 20 thyroxine tablets was supplied to the patient for well under £1. The prescription was apparently marked "not dispensed" and forwarded to the Pricing Authority in the usual manner. I would consider that this offends on all counts:—(1) If supplied without prescription it is illegal. (2) If considered as privately dispensed it breaks the Society's recommended pricing code. (3) It cannot be dispensed privately, as the form is not only unable to be retained and filed (as it has already been forwarded to the PPA) but is Department property.

Our inspectorate might be better employed suppressing such practices than inquiring whether there is a clean piece of soap in the staff room. I for one intend to ask every candidate who stands for Council whether they are prepared to give a categorical assurance that they will endeavour to give leadership and openly condemn such malpractices, rather than the Laurel and Hardy performance we saw recently.

**Edwin C. Evans**  
Fordcombe, Kent  
Should general practice pharmacists really require "guidance" on such obvious breaches of the law?—Editor.

## VAT hold-ups

May I suggest that the PSNC makes representations to Customs and Excise that all products designated "POM" under the Medicines Act should attract zero VAT rating.

In this way no VAT would be payable when the goods are purchased and the repayment of VAT which occurs currently would not be so considerable, thus avoiding the cash-flow crisis which occurs when we are beholden to the Civil Service.

**D. J. Kirk**  
Chatham, Kent

## Funding for essential pharmacies

I should make it clear that I speak as a member of the City and East London Local Pharmaceutical Committee, which has ceased payment of its contractors' dues to the PSNC since October 1980. The Committee's recommendation was endorsed by contacting each contractor individually—only five from 167 contractors believed that payment should be continued.

The basic practice allowance introduced in England and Wales has two major weaknesses. First, in itself it would not be a sufficient cash deterrent to prevent most cases of leap-frogging. Second, it funds many of the smallest dispensing pharmacies which can lay little claim to being essential parts of the NHS.

### The exceptions

In this category, however, we must make a distinction between those which were created by leap-frogging, the movement of doctors' surgeries etc (without due compensation) and others which may well be described as glorified perfume and cosmetic stores. The former must be treated sympathetically.

Taking this into account it would have been simple to start payment of the BPA around a lower limit of approximately 1,500 NHS prescriptions per month and not at zero volume. Below this volume of 1,500, contractors would have to prove they were reasonably essential—many contractors believe that those who gain by the misfortunes of others should make some contribution, as well as the DHSS.

Further the alleged financial help given to small contractors has been grossly exaggerated, the reasoning often misplaced. Prior to Franks the contract stated contractors should be paid 16 per cent profit on capital invested. Without limitation of prescriptions per pharmacist, artificial financial methods have been tried to make this nearer to reality for all contractors:

1. Mr Ennals' differential on-cost was agreed on the correct principle that money due to the smaller contractors was not being paid to them; they were well below the 16 per cent agreed level.

2. A contractor in Scotland dispensing 2,000 NHS prescriptions per month and receiving a flat BPA of £2,000 per annum would only receive £6 per week more than at present, based

on 7p extra dispensing fee on the actual volume of prescriptions dispensed. A contractor in England or Wales would benefit slightly more—hardly sufficient reason for ecstasy. Many such contractors can only keep open due to discounts paid by the wholesalers, and certainly not by the implementation of the so-called BPA. 3. Even this financial benefit obtained by small contractors is only temporary and will be lost if the PSNC's second-pharmacist allowance is paid from the global sum. Until limitation of prescriptions per pharmacist is "part of the contract", the second pharmacist should be paid only from the NHS remuneration of those large volume contractors who do not employ a second pharmacist and are making profits larger—but not excessive—than the agreed average.

Apart from these financial aspects a great deal of fatuous and dangerous comment has been circulated about the BPA, some unintentional, some definitely by people who know better.

For example (Hansard June 9, 1980):—Mr Roland Moyle: "Will contractors be paid £2,000 a year for the advice they give on drugs to members of the public?". In reply, Dr Vaughan: "I confirm that £2,000 a year will be paid as a BPA, which has been agreed in principle."

Deliberately vague!

Then PSNC (PCL 9, June 20): "The payment of a BPA recognises the contribution of the pharmacist to primary health care and the availability of the pharmacist throughout contract hours".

### Nothing for advice

Apart from the Essential Small Pharmacies Scheme, all contractors' NHS remuneration—the global sum—is earned only from dispensing during that period of their contract they can prove they have been actually employed in NHS work. On average, this comes out at approximately 82 per cent of the present contract time. For any advice, etc, given during the remaining 18 per cent of the contract, the DHSS pays nothing.

For years the PSNC has demanded that first pharmacists be paid for the total time of the contract. Most contractors believed this balance, if paid by the DHSS (not for dispensing) would be the basis of a real BPA. By coincidence this money would be in the region of £2,000 per contractor per annum—but not the same £2,000 awarded by Franks for dispensing and now paid on a flat rate as a wrongly-termed BPA. Although statements have been made that this remains PSNC policy and is still being negotiated, it does not appear, where

it matters, as part of the new contract proposals. May I ask why not?

Essential pharmacies must be paid the "rate for the job" and "on time". These factors are dependent on the power of the review panel. If this is not an arbitration body, with a fixed maximum time-limit on its proposals, then it is of doubtful value and will leave us where we were, in a constant state of confrontation and procrastination with the DHSS. In June 1980 Dr Vaughan stated that the panel should be available to help resolve any disputes—what does this really mean?

Leap-frogging and limitation of prescriptions per pharmacist must also be part of our contract. To be topical and fair, the recent rejection of DHSS proposals by the PSNC and publicly put to LPC conference delegates is the correct policy. However, it will not be the first time initial statements and proposals have been correct, but in the ensuing negotiations have disappeared. Eventually contractors, without consultation, have been unilaterally informed that the PSNC has agreed on a deal, which only gives us the usual "half of the original loaf". Contractors cannot afford to keep accepting half payments and still provide an effective comprehensive pharmaceutical service.

George Baxter  
London E13

## CR dustbin

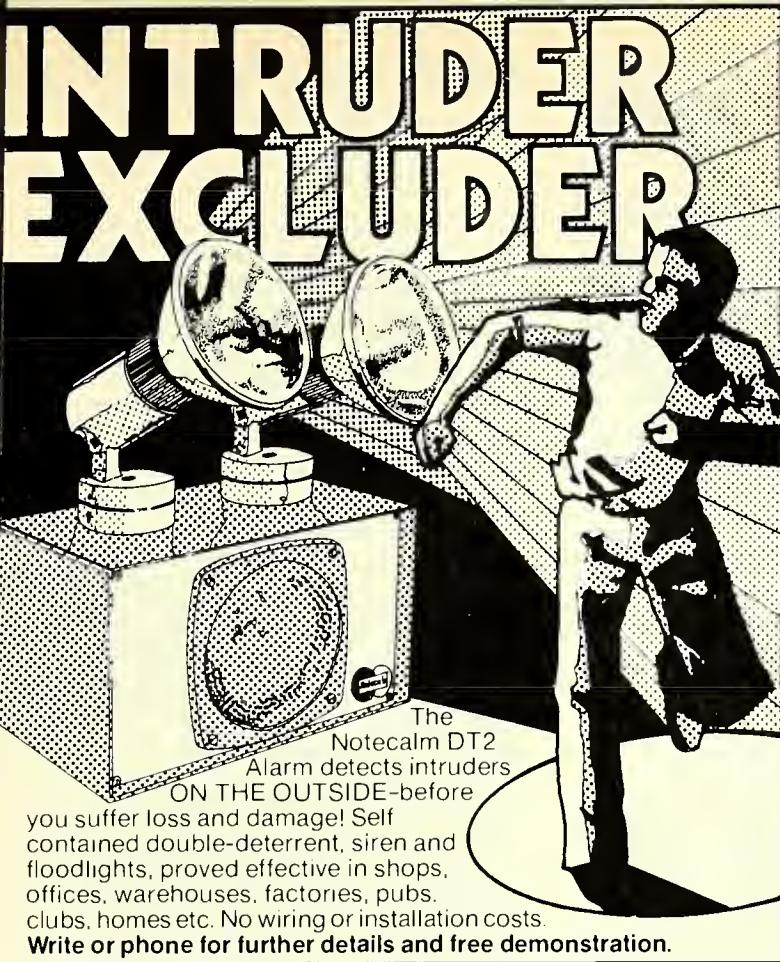
I refer Mr Wells' letter (March 14). Very amusing, and quite apposite at the moment, but oh, the awful gaff in the last paragraph, when Mr Wells refers to light years as a measure of time and not distance!

Lockerbie  
David W. Matheson

## News in brief

■ The Misuse of Drugs (Licence Fees) (Amendment) Regulations (Northern Ireland) 1981 (SI1981, No55, HMSO Belfast, £0.30) increase the fees for licences under the Misuse of Drugs Act from April 1.

■ Cox Continental Ltd have an audio visual slide programme entitled "The diagnosis and treatment of the pre-menstrual syndrome" scripted by Dr Katharina Dalton. The twenty-minute programme demonstrates the problems both from a lay and medical viewpoint and illustrates the benefits of natural progesterone. It is available through representatives. ■



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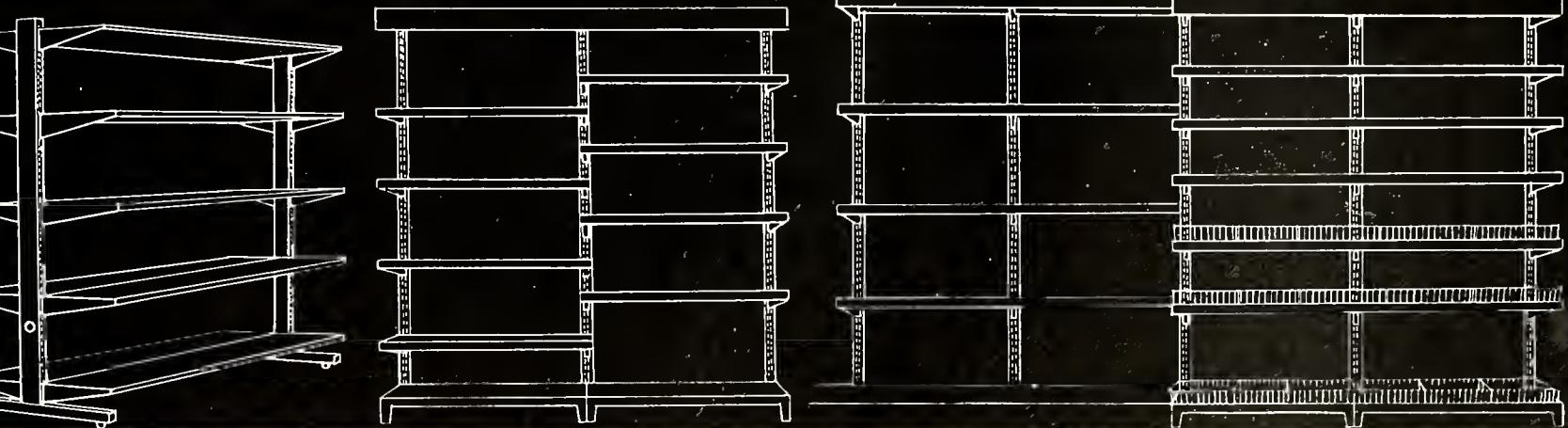


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## McElroy resigns as md for Guinness Retail

Mr Brian McElroy is to resign from his post as managing director of Guinness Retail Holdings because of reorganisation plans put forward by the main board.

The board of the parent company, Arthur Guinness Son and Co, has recently been considering a reorganisation plan for the retail operations—which includes the second largest retail pharmacy chain, R. Gordon Drummond—one consequence of which would be to change the role of the managing director and his relationship with the parent company.

Mr McElroy decided "after careful thought", that he did not wish to continue under circumstances which could limit his responsibilities, particularly for the development of pharmaceutical and veterinary interests.

Mr McElroy indicated to *C&D* that he intends to remain in his chosen field—multiple general practice

pharmacy—but no further details are currently available.

In a letter to subsidiary managements of retail operations, Mr M. B. Ogle, chairman, for retail interests, says: "During his time at Guinness Retail Holdings Ltd, Brian has vigorously pursued the upgrading of all sections of the business, but particularly retailing image and concept and the effective use of computers. He has constantly strived to produce a structure for Guinness Retail Holdings Ltd which would give identity to the individual subsidiaries and motivation and purpose to their management teams. I would like to thank him for these efforts and wish him every success in the future".

Mr McElroy's resignation is effective from April 30, and from that date his responsibilities will be taken over by Mr Nicholas Ward, former md, Gold Crown Foods Ltd. ■

improvement in trading conditions, especially in the UK, would benefit profitability. ■

## Rockware profits plummet

Pre-tax profits for Rockware Group Ltd fell heavily from £5.18 million to £472,000 for the year end December 29, 1980. Turnover was up from £143.25m to £169.77m, but margins were badly affected by increases in interest charges—up to £5.3m (£2.71m)—and redundancy costs—up to £3.02m (£1.05m).

The company says that there is currently little sign of improvement in demand, but that action taken in 1980 will produce substantial economies in 1981.

Glass profitability was seriously affected by customer destocking, particularly in the wine and spirit sector and, in the overall market conditions, it was not possible to recover steep rises in costs, particularly those of energy. However, before exceptional items, glass actually traded as profitably as in 1969.

The four UK plastics bottle companies all did relatively well, but in flexible packaging, Alida suffered heavy losses as prices fell. ■

## A&W may face 'more changes'

Further reorganisation for Albright & Wilson may be on the cards following a "bruising year" for the company and a continuing fall in capital expenditure.

In 1980, A&W suffered a £16 million drop in turnover and pre-tax profits fell to £2.9m from £19m. Capital expenditure was also down on 1979 and is expected to fall again in 1981 (*C&D*, March 7, p459).

In the "Review of the Year 1980", George Meeson, chairman, and David Livingstone, deputy chairman and managing director, write: "The strength of the pound during the coming year against the dollar and the 'basket' of currencies, must profoundly influence not only the company's trading performance in 1981 but also the type and level of investment it would be prudent to foster in the UK. It may be that further structural changes in the business will be called for".

Most of the companies profits—all made overseas—were extinguished by high interest rates in the UK, and they say that, although the company's results compare favourably with those of many other UK chemical companies, the volume of sales in the UK fell sharply as a result of de-stocking by A&W's customers, and their own reduced levels of activity. Despite a major cost reduction programme—started last March—including a 12 per cent reduction in numbers employed, raw material and energy savings, increased plant efficiencies and a company restructuring, such steps could not alone compensate for the huge recessionary forces at work in the UK and in many other markets.

However, the company's businesses in Canada, Australia, South Africa and Italy all did particularly well among overseas operations. ■

## Health Food takeover

One of the well-known names in the health food arena—Health & Diet Food Co Ltd—have strengthened their position with the acquisition of Blakey's Food Co Ltd for a cash sum of £250,000. Until now HDF have been distributors for Blakey's.

Based at Dronfield, near Sheffield, Blakey's was first established in 1923 and manufactures dietary biscuits for slimmers—Slymbred—and various biscuits for the diabetic market.

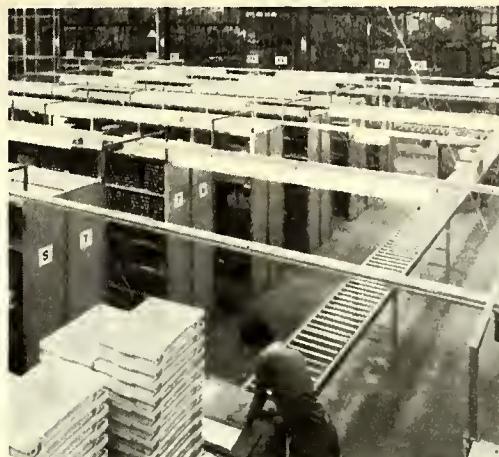
This range now joins HDF's current lines which include FSC supplements, Pompadour herb teas and Ritters wheat germ oil. ■

## Photo voluntary group for Sangers

A photographic voluntary group is to be formed in the autumn by Sangers. Speaking at the opening in Birmingham, last week, of the new photographic headquarters and distribution building for Sangers Photographic Ltd, Mr Crawford Graham, chief executive, said that the planned venture was in line with "dynamic growth in the photographic final stage in the group's reorganisation.

"While there are a handful of voluntary groups operating in the photographic market at the moment," said Mr Graham, "Sangers is the largest photographic wholesaling operation in the UK and with its purchasing power should satisfy the needs of many hard-pressed independent photographic shops who are having to operate on reduced margins, while trying to cope with increasing overheads.

"Our aim is to help specialist independent photographic retailers in the UK, who provide professional



The interior of Sangers Photographic's 30,000 sq ft headquarters and distribution building at Hockley Industrial Estate, Pitsford Street, Birmingham. There is more than ten miles of shelving and audio and electrical goods are also stocked

and expert advice while having to compete with the major retail groups.

"We have met our group objectives of moving away from our dependence on pharmaceuticals—while streamlining its operations . . . With our expansion in photographic optics and agencies we are able to take full advantage of our strength in these activities." ■

legislation and taxation committee. He is also a member of the finance and general purposes committee and of the finance sub-committee. He succeeds Mr C. Davidson. ■

## Stable growth for chemist trade

The past three or four years have been a period of stability in profit growth for chemist wholesalers and multiple retailers according to a financial survey published this week.

Commenting on the results, Eithne Larkin, Inter Company Comparisons Ltd's sales manager, says: "The last two successive surveys have shown the percentage of companies enjoying profit increases to be hovering around the 70 per cent mark.

"What is unclear, however, is the effect PSBR cuts applied to the DHSS (and therefore NHS) may have on the business enjoyed by wholesalers and multiple retailers over the last few years."

ICC also comment that rates and energy costs must erode some of the profitability—"although it would seem that the market for wholesalers in terms of the smaller chemists . . . has probably stabilised. The future for the sector looks secure, even in the teeth of a recession".

"Chemists' Wholesalers & Multiple Retailers", 11th edition (£46.80) is available from ICC at 81 City Road, London EC1 1BD. ■

## Training vital for future say ASTMS

"Lack of effective industrial training could jeopardise the future of the UK's chemical industry" claims Roger Lyons, Association of Scientific, Technical and Managerial Staffs, chemicals national officer.

Mr Lyons, a trade union member of the Chemical & Allied Products Industrial Training Board, speaking on the possibility of the Government abolishing CAPITB said: "High technology, high skill industries vitally need high standards of training which the training board has helped to develop in the chemical and allied product sectors.

"More than 1,000 small-to-medium sized chemical firms rely heavily on the ITB. All the unions in the industry are emphatically in favour of its continued role as a statutory agency.

"Our competitors in Germany, France, Sweden, Japan and the USA are increasing their training provisions during the recession. For the UK to dismantle the Chemical ITB, costing less than 'a fiver' (£5) per annum per employee, would surely rank as suicidal".

A booklet—"Britain's best investment—the skill of its people"—has been published by ASTMS as part of its campaign. The booklet will be sent to MPs, employers associations and all political parties and will be supported by leaflets and car stickers. ■

## Chemical companies: 21pc vulnerable

A recent study into the chemical industry by a business information company, shows that 21 per cent of companies in the industry are financially vulnerable. The study reveals that chemical companies are under pressure to improve productivity by reducing employee costs and that large scale redundancies are, therefore, inevitable.

Using a mathematical technique and additional data obtained through their own information-gathering activities, Dun & Bradstreet say the survey not only revealed that 21 per cent of companies in the sample are rated financially vulnerable, but that companies in this category all had profit margins well below the industry's norm of 7.9 per cent. More than half these companies

*Continued overleaf*

## Business news

Continued from p657

had profit to sales margins of less than 3 per cent.

To help companies examine their own ratio structures, Dun & Bradstreet say they are introducing an advisory service designed to develop a formula to balance the key ratios, tailored to each individual company. Further information from: Dun & Bradstreet, Financial Information Services Division, 6 Bonhill Street, London EC2. ■

## Training package for retail security

A six point training plan package designed to train retail staff in security techniques and improve their general knowledge of store security has been introduced by Volumatic Ltd.

A feature is the Volumatic security cassette training programme for retail staff, consisting of a 25 minute instructional cassette and 24 page training booklet. Other parts of the package are a brochure of retail security equipment; a set of reference security check lists; a staff training poster showing in visual form how to apprehend a shoplifter; a booklet on the physical security of premises and a research booklet on various aspects of in-store theft. The package costs £15.30 and is available from: Volumatic Ltd, Taurus House, Kingfield Road, Coventry CV6 5AS. ■

## APPOINTMENTS

**Syntex Pharmaceuticals Ltd:** Mr Bernard Hughes is appointed financial director.

**Wyeth Laboratories:** Mr Mervyn Winston is appointed sales training manager, nutritional division.

Prior to joining Wyeth, he was training manager for Hoechst Agrochemicals.

**Glaxo Group Research Ltd:** Professor A. R. Williamson, Professor of Biochemistry at the University of Glasgow, has been appointed research director of the Greenford division. He will take up his new position in September.

**Robertet (UK) Ltd:** Mr Roger Slade has been appointed sales director. He joined Robertet in 1976 as account manager. Prior to this he worked at UOP Fragrances. Mr (Paul) Andy Taylor has been appointed production director. He joined the company in 1972 as factory manager.

# WESTMINSTER REPORT

## Script charges to increase annually

Prescription charges will be increased annually in line with drug costs, Dr Gerard Vaughan, Minister for Health, confirmed in the Commons.

Answering protests from Labour MPs who argued that the Government was introducing a new principle, he insisted: "This is a sensible way of running things as compared with the fits and starts of the previous government."

Dr Vaughan said the tie-up would be with the actual cost of drugs dispensed rather than with the rate of inflation. It was too early to see the effect of the last change in charges, though the total number of prescriptions had fallen from 304.6m in 1979 to 303.3m "now". This showed a "wise use of money." ■

## Manufacturing in only one UK hospital

Only one hospital in England—King's College—is now manufacturing pharmaceutical products, Mr Patrick Jenkin, Social Services Secretary said on Tuesday.

Replying to a question about the inquiry ordered last month following disclosures that eight hospitals were continuing to manufacture despite a recommendation by the medicines inspectorate, he said the other seven had now stopped completely. King's College continued at a "much reduced" level, making a small range not available commercially.

A new system of costing has been developed so that a proper comparison could be made between the cost of manufacture in hospitals and the cost of "buying-in." ■

## COMING EVENTS

### Guild weekend and study day

The Guild of Hospital Pharmacists has finalised its arrangements for this year's presentation study day and weekend school.

The study day on "Reporting of adverse drug reactions" will be at the Leicester Royal Infirmary postgraduate medical centre, on May 30. Mr John Talbot, former staff pharmacist, Queen Elizabeth Hospital, Birmingham, will present his 1980 Merck, Sharp & Dohme award-winning paper entitled "The pharmacist's role in monitoring adverse drug reactions". Application forms are available from Guild group secretaries or from John Talbot, 84 Frog End, Shepreth, Cambs SG8 6RF.

The weekend school will be held at Stirling University, June 5-7, and the subject will be "Pain".

Application forms from group secretaries or from Mrs M. Waterman, Principal Pharmacist, Southern General Hospital, 1345 Govan Road, Glasgow G51 4TF.

**Monday, April 6**

**Weald of Kent Branch, Pharmaceutical Society,** Kent & Sussex Hospital postgraduate centre, Tunbridge Wells, at 8 pm. Annual meeting.

**London Branch, Retail Pharmacy Guild/ASTMS,** National Hospital boardroom (main building), Queen Square, London WC1, at 7.30 for 8 pm....

**Tuesday, April 7**

**Bromley Branch, Pharmaceutical Society,** Queen Mary's Hospital day centre, Sidcup. Professor A. Beckett on "The problems of dope in society and sport and some methods for its control".

**Galen Group, Friends' Meeting House, Park Lane, Croydon, at 8 pm.** Members' night.

**Lanarkshire Branch Pharmaceutical Society,** Ravenscraig suite, Garrion Hotel, Motherwell, at 8 pm. Annual meeting.

**Leicestershire Branch, Pharmaceutical Society,** Leicester Royal Infirmary postgraduate medical centre, at 8 pm. Annual meeting.

**Teesside Branch, Pharmaceutical Society,** Marton Hotel and Country Club, Middlesbrough. Annual meeting.

**Wednesday, April 8**

**Brighton Branch, Pharmaceutical Society,** Brighton General Hospital postgraduate centre, Elm Grove, at 8 pm. Annual meeting.

**Brighton & Hove Branch, National Pharmaceutical Association,** Langfords Hotel, Third Avenue, Hove, at 8 pm. Miss Elaine Broom, Yardley Ltd, will give a demonstration on skin care. Pharmacy assistants welcome.

**Isle of Wight Branch, Pharmaceutical Society,** St Mary's Hospital postgraduate medical school, Newport, at 8 pm. Annual meeting.

**Thursday, April 9**

**Bradford & Halifax Branch, National Pharmaceutical Association,** Victoria Hotel, Bradford, at 8 pm. Annual meeting.

**Epsom Branch, Pharmaceutical Society,** Bradbury Centre, Epsom District Hospital, at 8 pm. Joint meeting with local doctors.

**Lancaster and Morecambe Branch, Pharmaceutical Society,** Boots staff room, Euston Road, Morecambe, at 7.45 pm. Annual meeting.

**Thames Valley Pharmacists Association,** Sterling-Winthrop House, Surbiton, at 8 pm. N. J. Van Abbe on "Personal choice".

**Advance Information**

**Incentive Marketing and Sales Promotion exhibition,** Metropole Hotel, Brighton, April 26-29. Further details from Maclarens Exhibitions, Maclarens Publishers Ltd, Davis House, 69 High Street, Croydon.

**Chelsea Pharmacy Students Association,** Main Hall, College House, Chelsea College, Manresa Road, London SW3, on April 30, at 7.30 pm. Country and western barn dance with fancy dress competition. Tickets (£0.80) from Tony Baker, 38 Chapel Lane, Bleasdale, Nr Canterbury, Kent CT2 9HE.

## Iodides dearer

London, March 31: The main iodides were increased by varying amounts, according to the salt, from April 1.

Potassium iodide is up by £1.15kg and sodium by £1.25. Resublimed iodine has also advanced by £0.50kg. Liquid sorbitol is to rise by about £90 metric ton from April 6 while the powder form is unchanged. Dextrose is expected to go up in a few weeks' time.

Several essential oils were marked up during the week including bois de rose, clove leaf, patchouli, sassafras and vetivert. Lower were Ceylon citronella, Chinese ginger and Mysore sandalwood. Brazilian peppermint and menthol were held at the previous week's level but the Chinese products were dearer.

Shipment offers were again being made for Curaçao aloes after a long interval. Dearer among crude drugs were cascara and liquorice root. Lower were cherry bark and kola nuts.

### Pharmaceutical chemicals

**Acetarsol:** £19.30 kg in 50-kg lots.  
**Acetone:** £349 metric ton for 30-drum lots.  
**Acetic acid:** 4-ton lots, per metric ton delivered—  
 grade BPC £376, 99.5 per cent £359, 80 per cent  
 grade pure £327; technical £306.  
**Adrenaline:** (per g) 1 kg lots base £0.35; acid  
 tartrate £0.30.  
**Aloin:** micro-crystalline £28.65 kg in 50-kg lots.  
**Aluminium chloride:** Pure crystals in 50-kg lots  
 £1,353 kg.

**Borax:** EP grade, 2-4 ton lots per metric ton in paper bags, delivered—granular £290; powder £316; extra fine powder £331.

**Boric acid:** EP grade per metric ton in 2-4 ton lots—granular £450; powder £480.

**Chloroform:** BP £490 to £520 per metric ton according to drum size; 2-litre bottles £3.20 each; 10x500-ml bottles £1.25 each.

**Choline:** (500-kg lots) bitartrate £3.25 kg; dihydrogen citrate £3.40.

**Cinchocaine:** Base (500-g lots) £105 kg;

hydrochloride £92.70.

**Ephedrine:** (Per kg), hydrochloride £19.20 in 25-kg.

**Ferric ammonium citrate:** One metric-ton lots £1.42 kg.

**Folic acid:** 100-kg lots from £54 kg.

**Formic acid:** per metric ton delivered in 4-ton lots, 98 per cent £400; 85 per cent £327.

**Ethisterone:** NF13, £0.32 gram.

**Glucose:** (Per metric ton in 10-ton lots)—monohydrate £295; anhydrous £550; liquid 43° Baumé £309 (5-drum lots); naked 18-tons £247.

**Glycerin:** In 250-kg returnable drums £670 metric ton in 5-ton lots; £695 in 2-ton lots.

**Homatropine:** Hydrobromide £133.10 kg;

methylbromide £126.60—both in ½-kg lots.

**Hypophosphorous acid:** (Per metric ton in 50-kg lots). Pure 50% £454.75; BPC (30%) £326.71.

**Iodides:** (Per kg) **Ammonium** £13.80 (50-kg lots); **potassium** £8.05 (250 kg); **sodium** £10.10 (50 kg).

**Iodine:** Resublimed £10.20 kg in 250-kg lots; crude £8 in 500-kg lots.

**Iodoform:** USNF £17 kg in 50-kg lots.

**Isoprenaline:** Hydrochloride £75 kg; sulphate £70.

**Lobeline:** Hydrochloride BPC and sulphate £1.49 per g for 100-g lots.

**Sodium acid phosphate:** BP crystals £1.36-£1.42 kg as to source for 50-kg lots.

**Sodium acetate:** BP crystals £1.02 kg in 50-kg.

**Sodium ascorbate:** 100-kg lots £5 per kg.

**Sodium benzoate:** £0.70 kg in 500-kg lots.

**Sodium bicarbonate:** BP from £149.90 metric ton as to grade in minimum. 10-ton lots delivered UK.

**Sodium chloride:** Vacuum dried in 10-ton lots delivered London 4-ply bags £47.56 metric ton.

**Sodium citrate:** Granular £891 metric ton; powder £911. Five-ton contracts £886 for granular—all in lined bags.

**Sodium fluoride:** in 50-kg lots £2.43 kg

**Sodium gluconate:** Technical £756 metric ton.

**Sodium hydroxide:** Pellets BP 1973 in 50-kg lots £0.82-£1.57 kg.

**Sodium nitrate:** Recrystallised £0.96 kg for 50 kg lots.

**Sodium nitrite:** BPC 1973 £1.02-£1.298 kg as to maker for 50-kg lots.

**Sodium perborate:** (per 1,000 kg) monohydrate £723; tetrahydrate £430.

**Sodium percarbonate:** £567 per metric ton.

**Sodium sulphate:** Fine crystals BP £99 per metric ton, pea crystals £121.60; commercial £43.10 ex works.

**Sodium sulphite:** Crystals £0.21 kg (500 kg minimum).

**Sodium thiosulphate:** photo grade £240.50 per metric ton; £224.50 ton in 4-ton lots.

**Sorbitol:** Powder £790 metric ton; syrup £380-

£395 as to grade.

**Stilboestrol:** BP in 25-kg lots, £176 kg.

### Crude drugs

**Aloes:** Cape £1,250 metric ton spot; £1,230, cif. Curaçao £2,100, cif.

**Balsams (kg) Canada:** Easier at £11.45 on the spot; shipment, £11.35, cif. **Copaiba:** no offers. **Peru** £9.45 spot; £9.20, cif. **Tolu** £6.15 spot.

**Benzoin:** £179 cwt, cif.

**Camphor:** Natural powder no offers on spot; £8, cif. Synthetic 96% £1.25 spot; £1.20, cif.

**Cascara:** £1,270 metric ton spot; £1,250, cif.

**Cherry bark:** Spot £1,275 metric ton; shipment £1,220, cif.

**Kola nuts:** £445 metric ton spot; £390, cif.

**Liquorice:** Root, no spot; £525 metric ton, cif.

**Menthols:** (kg) Brazilian £5.60 spot; £5.75, cif. Chinese £5.15 spot; £5, cif.

**Pepper:** (metric ton) Sarawak black £750 spot; £1,450, cif; white £1,000 spot; £2,050, cif.

**Seeds:** (metric ton, cif). **Anise:** China star £1,135 for shipment. **Celery:** Indian £420 **Coriander:** Moroccan unquoted; **Cumin:** Indian £555, **Fennel:** Indian £475. **Fenugreek:** Moroccan £300; Indian £280.

**Turmeric:** Madras finger £360 metric ton spot; £275, cif.

### Essential and expressed oils

**Bergamot:** From £48 kg spot; nominal.

**Bois de rose:** £7.50 kg spot; £7.25, cif.

**Citronella:** Ceylon £3.50 kg spot; £3, cif.

Chinese £3.10 spot; £2.95, cif.

**Clove:** Indonesian leaf £1.45 kg spot; shipment £1.40, cif. English distilled bud £45.

**Fennel:** Spanish sweet £8 kg spot.

**Geranium:** Bourbon £41.75 kg spot; £39.20, cif.

**Ginger:** Chinese £21.50 kg spot nominal; £20.10, cif. English-distilled (ex W. African root) £80; (Indian £43).

**Lavender spike:** £13 kg.

**Patchouli:** Indonesian £13.50 kg spot; £13.25, cif.

**Peppermint:** (kg) Arvensis—Brazilian £5 spot; £4.90, cif. Chinese £3.90 spot; £3.10, cif. American piperita £8.95, cif.

**Sandalwood:** Spot Mysore £47.50 kg East Indian £44 spot.

**Sassafras:** Brazilian £2.40 kg spot £2.20, kg, cif.

**Spearmint:** Chinesc £9 kg spot; £7 cif American £9.50, cif, spot.

**Thyme:** Red £45-50% £15 kg spot; 50-55% £17.

**Vetivert:** Java £11.25 kg spot; £10.75, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

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The Triangle Trust 1949 Fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed, or formerly employed in the pharmaceutical industry in Great Britain and the British Commonwealth. Such relief may include assistance with the educational expenses of children.

The Trustees are also prepared to consider applications for financial assistance, beyond the scope of an employer's responsibilities, with education or training in general subjects, including music and the arts.

For additional information, or to apply for assistance, write to: The Secretary, Dept CD, The Triangle Trust 1949 Fund, Clarges House, 6-12 Clarges Street, London W1Y 8DH.

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Advertisements, Chemist & Druggist, 25 New Street Square, London EC4A 3JA. Telephone 01-353 3212.

**Ring John Magee or Mark Jonas for further information on extension 198.**

**Publication date** Every Saturday  
**Headings** All advertisements appear under appropriate headings.  
**Copy date** 4pm Tuesday prior to publication date.  
**Circulation** ABC  
January/December 1979  
17,330.

**Display/Semi Display** £7.50 per single column centimetre, min 25mm. Column width 42mm.  
**Whole Page** £650.00 (265mm x 180mm).  
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S.A. Lievens, Ref: 13086/CD. Male or female candidates should telephone in confidence for a Personal History Form  
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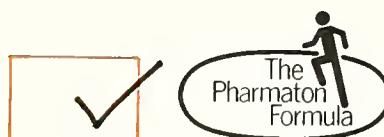
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Swiss expertise helped to create a quality product which has proved successful in numerous tests by scientists throughout the world.

# Pharmacy only



Pharmaton Capsules are available only from retail pharmacies — offering you a real opportunity to build up healthy sales of an effective ginseng-based multi-vitamin product.

# Advertising



A special Spring promotion includes advertising in national magazines, including Radio Times, Woman, Woman's Own, Woman and Home. Free health-hint booklets and a variety of p.o.s. material is also available.

# Bonus Deals



Ask your usual wholesaler about special bonus terms during the Spring — and profit by buying NOW to meet consumer demand. In case of difficulty, contact Pharmagen Ltd., Runcorn. (Tel: 0928 712918).

## Pharmaton Capsules

The Swiss combination of vitamins, minerals and G115 standardised Ginseng extract

## Pharmagen Ltd.

Runcorn, Cheshire, WA7 2PE.

Supplement to the Chemist and Druggist dated March 14th 1981.



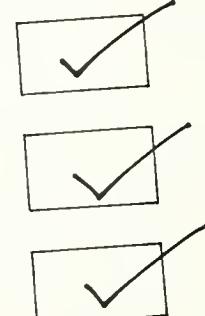
# Pharmaton Capsules

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### Nationally advertised

### Pharmacy only



## Pharmaton Capsules

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100 capsules

A Swiss product, containing vitamins, minerals and standardised Ginseng Extract G115, which will prevent vitamin and mineral deficiencies and the symptoms frequently associated with these.



Pharmaton SA  
Pharma Department  
Lugano Bioggio  
(Switzerland)



## Pharmaton Capsules

100 capsules

Vitamins, Minerals  
and Ginseng

A Swiss product, containing vitamins, minerals and standardised Ginseng Extract G115, which will prevent vitamin and mineral deficiencies and the symptoms frequently associated with these.

Pharmaton SA, Pharma Department  
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**WHAT WILL ALL  
EYES BE TURNING TO  
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# THE NEW PHILIPS

## Massive national campaign starts

### April 6th.

Philishave is the world's No. 1 shaver. Number one in performance, preference, loyalty, presentation and support. The Philishave rotary system is the only one which cuts the hairs the way they grow—in all directions. And since 49% of all shavers owned are rotary, you can be sure that Philishave is going from strength to strength.

Sell-in of the new range of Philishave® electric shavers has been phenomenal. Sell-out will be the same. We're making certain with a totally original advertising campaign starting April 6th with a dramatic new 30 second commercial.

Research has shown that the advertising will be both popular and persuasive. So expect an even higher demand very soon.

## Follow the brand leader.

Philishave leads the field—and we're keeping it that way. Our new look, new packaging and attractive new pricing structure are all set to keep Philishave on top—and you along with it.

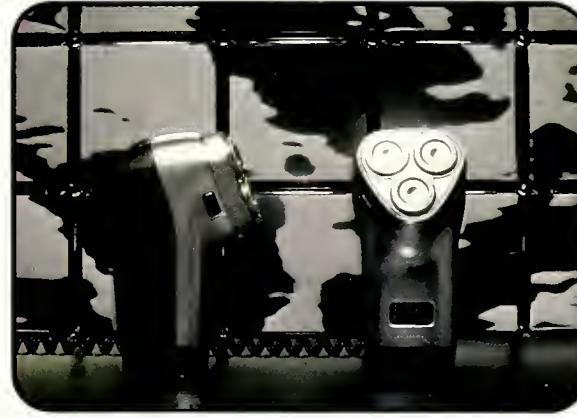
## Dazzling display material.

There'll be linked point-of-sale ideas as eye-catching as the commercial. See overleaf for details.



# PHILISHAVE. The world's No.1 shaver.

# HAVE TV LAUNCH.





# PHILIPS

1981 begins a new, exciting era for you and Philishave. These display ideas are going to make the most of it, forming the link between our advertising and the product on sale in your shop.

They're eye-catching and guaranteed to achieve maximum impact. Shouldn't you be taking advantage of them?

1. Showcard PAB 4309.
2. Self-standing crowner PAB 4310.
3. Tent card PAB 4311.
4. Sticker PAB 4312.
5. Demonstration unit PAB 4313.
6. Presentation case lid cards:  
Rechargeable PAB 4314 Adjustable PAB 4315  
Triplehead Super PAB 4316 Triplehead PAB 4317  
Doublehead PAB 4318 Battery Deluxe PAB 4319



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**REMEMBER: 4 weeks of National T.V. advertising for Ladyshave begins May 4, making a solid 8 weeks of advertising for Philips shavers.**



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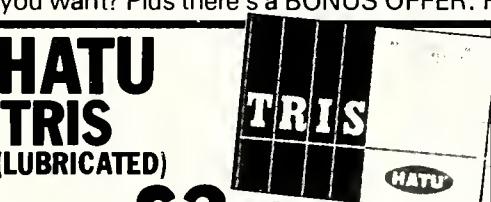
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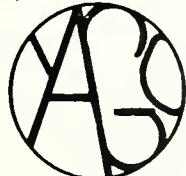
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